

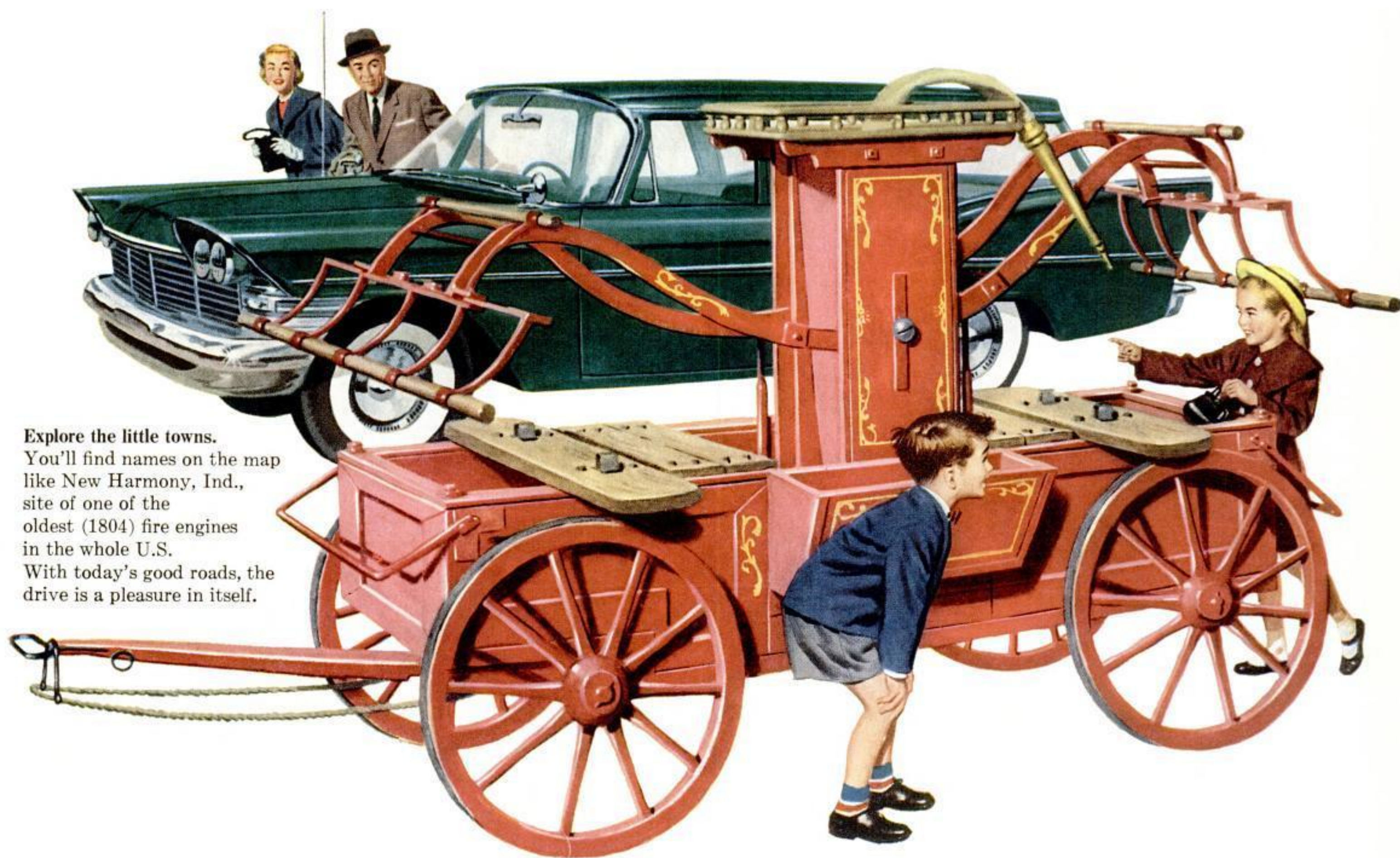
LIFE

WHAT THE MONKEYS' RIDE TELLS US
AND PLANS FOR MAN IN SPACE

BIG RIDDLE FOR THE U.S. FAMILY:
WHERE DOES THE MONEY GO?

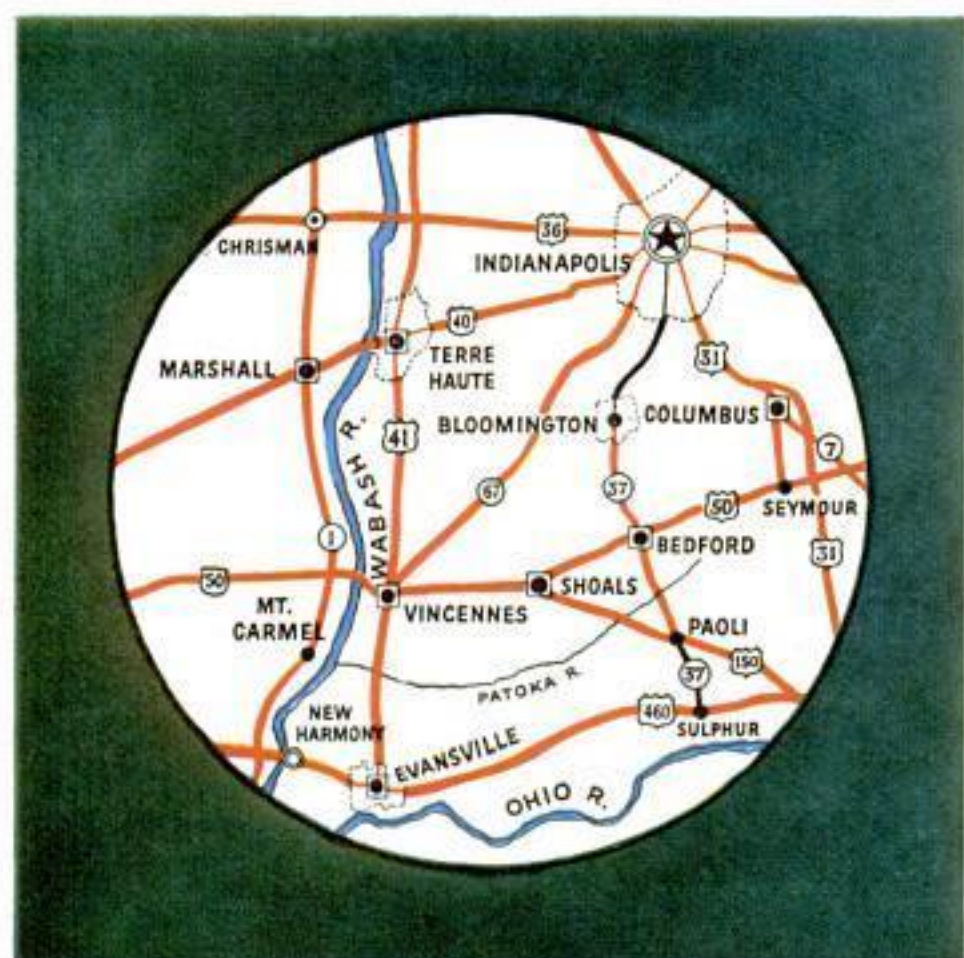
AMERICA'S SPACE
TRAVELERS:
ABLE AND BAKER

JUNE 15, 1959



Explore the little towns.
You'll find names on the map
like New Harmony, Ind.,
site of one of the
oldest (1804) fire engines
in the whole U.S.
With today's good roads, the
drive is a pleasure in itself.

Your car makes any map a Magic Circle



This Hoosierland Magic Circle is simply an example—of the fun and pleasure that surround you anywhere you drive. Pick up a map—start exploring—you'll find your car is the best investment in fun you ever made.

Published by Ethyl Corporation, New York 17, N. Y. to help you get more enjoyment out of your car. Ethyl Corporation manufactures antiknock compounds used by oil companies everywhere to improve their gasolines and your driving pleasure.



1. See what spring brings to your countryside. Hoosiers like to drive along their many famous rivers—the Ohio, the Wabash, the Patoka. In *your* area, simply head for the crooked little lines on your map.



2. Visit the shrines of the famous. The favorite of Hoosiers is the Indianapolis home of poet James Whitcomb Riley. Where *you* are, think of your area's most fabled person . . . then seek out a part of his legend.



3. Turn off on the byways. In Indiana, as everywhere, they often lead to the biggest pleasures—and surprises. Off the beaten path, you'll find quiet country scenes worthy of picture postcards.



4. Take a pencil and map out your Magic Circle fun right now. You've got the car, and if you're missing out on *this* kind of driving, you aren't enjoying half of what your car offers you.

MARKET OF THE 60's

A Special Memo to: LIFE's Preview Readers

From: Clay Buckhout, LIFE Advertising Director

Recently we sent you an announcement of some of LIFE's plans for the Market of the Sixties.

Your interest in this statement of our immediate and decade-long goals persuaded me that it would be useful if we further shared with you some of the projections which were important to us in making our own decision to expand.


Beginning this week, then, and over the course of the next few weeks, I will use this insert to try to bring together as much information as possible about marketing opportunities in the astonishing decade that stretches before us.

Briefly, we at LIFE are convinced that the Sixties can offer U.S. business the greatest rewards in this nation's history. And with that end in view, we eagerly accept the risks of forecasting. If our forecasting creates a wider understanding of the potentials ahead -- and if that understanding contributes in even a small way to the realization of those potentials -- then so much the better, for all of us.

Clay Buckhout
Clay Buckhout

P.S. In your reading of this week's insert, as in the weeks to come, I'm sure you will be reminded forcefully that bigness is going to be a fact of the Sixties. And, as we've been reminding you in our ads recently, bigness is also very much a fact of LIFE.

C.B.



How Big a Market by 1970?

A market of nearly 210 million individuals -- 66 million family units.

Between 1947 and 1959 the population of the U.S. grew by 30 million to reach the 175 million individuals -- 55 million families -- we have now. It will grow as much or more during the next decade -- an increase of some 20 per cent during the 1960's.



How Able to Buy?

In the next decade personal income will grow more rapidly than in the Fifties. FORTUNE predicts that by 1970 the average family income



will approach \$7,500 (after taxes and in 1959 dollars) -- about \$1,500 more than at present.

But most intriguing is the fact that by 1970 those families earning more than \$7,500 will constitute a true mass market. Their numbers will double in the Sixties and consist of some 25 million families -- two families of every five in the U.S.



By 1970 the bulk of spending in this country will be "discretionary" (the economists' term for spending on products and services over and above the necessities -- food, clothing, shelter, transportation and medical care). By 1970, three out of every four families will earn more than \$4,000 a year after taxes (the point at which discretionary spending can begin).

How Available the Goods and Services?



The climb of the nation's population, coupled with continued gains in the efficiency of our economy, will result in steeply rising national output in the Sixties. The per person gain, FORTUNE predicts, will be 2.9 per cent a year, and, compounding these gains, 33 per cent for the decade as a whole.

From this year's \$475 billion, total output of goods and services should rise to \$500 billion in 1960, to a breath-taking \$750 billion in 1970.



Defense outlays, it is true, will probably increase from now to 1965; after that they ought to decline somewhat as a proportion of G.N.P.

The proportion of G.N.P. spent for business and "social investment" (capital investment, house construction, schools, roads, hospitals, etc.) should also rise in the first half of the decade, then taper off.

So consumer goods and services, as a proportion of G.N.P., will be squeezed a little by defense and social investment expenditures in the first five years of the Sixties. In the second five years the situation will reverse and the consumer section will grow faster than the economy as a whole.

FORTUNE sees "only" a 50 per cent expansion by 1970 for the consumer market -- an astounding increase from \$290 to \$435 billion.



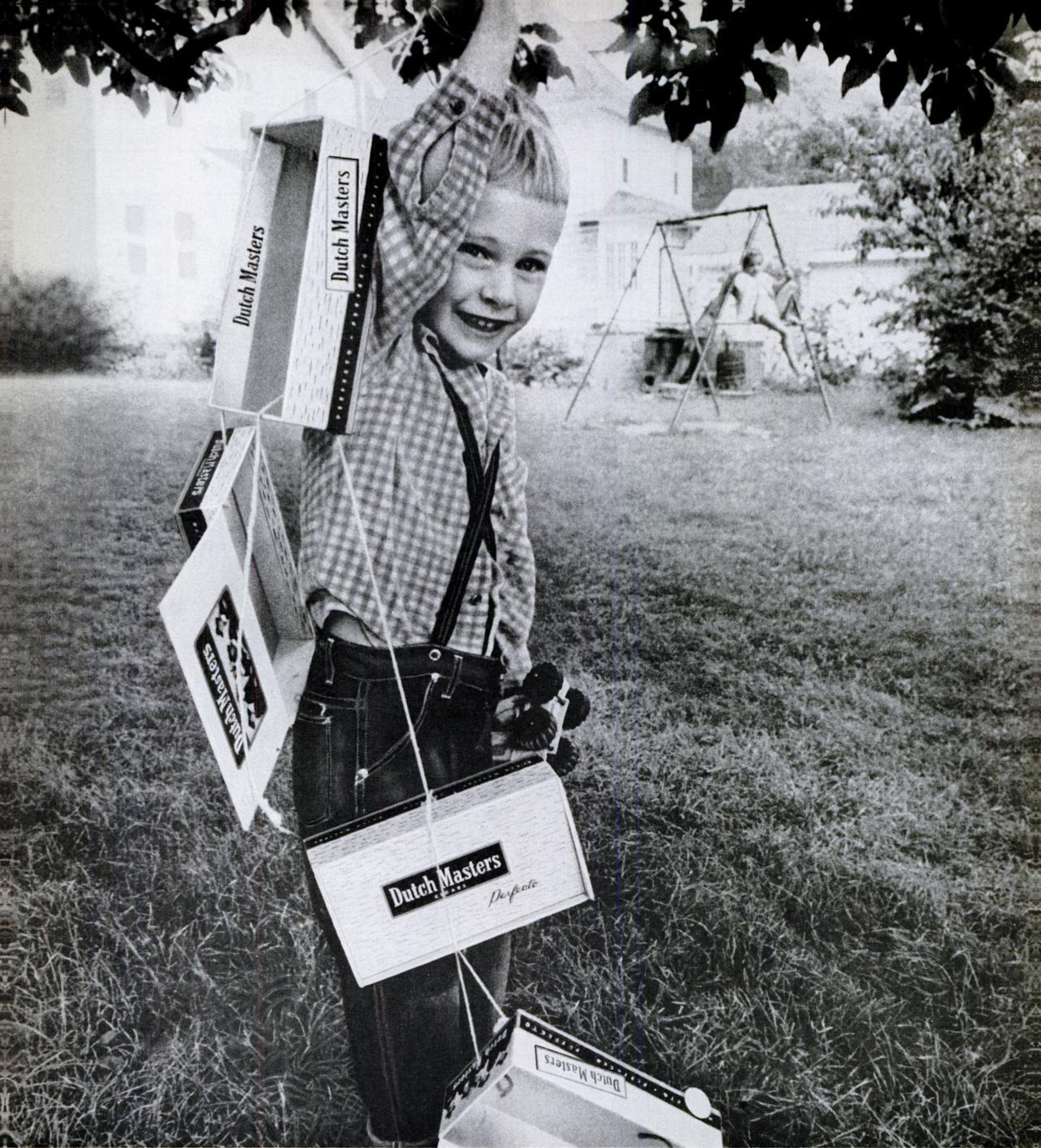
How Desirable the Goods and Services?

Today more money is being spent for research and development ("R. & D.") in a single year than was spent during the first 150 years of the nation's history.

During the 1950's the U.S. invested \$60 billion in R. & D.; during the '60's the U.S. will probably invest \$120 billion -- twice as much.

Some of the all-but-certain and could-be results of this investment

(continued on back flap)



Copy. 1959, Consolidated Cigar Sales Co., Inc.

DUTCH MASTERS[®] FOR DAD

FULL BOXES, OF COURSE!

Gift-wrapped packages for Father's Day, June 21, start about \$3



The fine cigar

Copyrighted material



EVANS' ASPENS

THE PICTURE'S SOCKO QUALITY

The small portions of pictures on this page are meant frankly as teasers which we hope will make you impatient to see and experience the impact of the same photographs full-scale as you read this issue. What we show and talk about here are samples of what you see in every issue of LIFE.

Everyone, of course, has his own reaction to a picture, often highly personal, but below are some of the things we see in photographs. As any 2 1/4 x 3 1/4 snapshotter will testify, a picture can be rewarding or informative even if it's small, but these are published full-page or double-page because they are socko photographs that should stop you dead in your tracks.

HEARTBREAK AND COMPASSION. Doctor tries desperately to breathe life into Monkey Able (above right and pp. 20, 21), a casualty in man's attempt to reach space. **ORDEAL AND ANTICIPATION.** An astro-

naut researcher labors heroically, hands clenched, in a chamber heated to 130° (pp. 24, 25), a condition man may face in space. **THEATRICAL PASSION.** The intensity of America's newly filmed folk opera, *Porgy and Bess*, is distilled in the shadowy forms below and the dramatic color, pages 70-77. **MENTAL AGONY.** In a startling on-the-scene portrait of Governor Earl Long, you watch a man lose control of himself bit by bit—and crack up (pp. 32-37).

SURPRISE. Just what is that bald-headed man doing among 30 long-haired beauties on pages 14, 15?

UNCERTAINTY. A baby (lower right and p. 87) becomes acquainted with the danger of falling in a test for depth awareness.

FELICITY. Members of a great American family, the Evanses of Denver gather in a pleasant aspen grove (left and p. 106).

More next week.



CLENCHED TEETH INTENSITY IN STRUGGLE BETWEEN HERO AND VILLAIN IN FILM OF "PORGY AND BESS"



ABLE, DOCTOR



UNCERTAIN BABY

COVER

At National Aeronautics and Space Administration headquarters in Washington, space travelers Able and Baker face the cameras. Able (left) is now dead. Baker, who sits on hand of his handler, wears vest to hide electrodes implanted in his chest (see pp. 20-31)

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- 13—R.C.A.F. GROUND OBSERVER CORPS—ALLEN VOGEL
- 14, 15—THOMAS MCAVOY
- 20, 21, 22—DON CRAVENS FROM B.S.
- 23 THROUGH 25—RALPH MORSE
- 27—U.S. ARMY PHOTO BY LIEUT. CECIL STOUGHTON, RALPH MORSE
- 28, 29—LT. GREY VILLET; CEN. U.S. ARMY PHOTO BY LIEUT. CECIL STOUGHTON; RT. GREY VILLET—DON CRAVENS FROM B.S.—ALBERT FENN
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Real soap?

No synthetic detergents in Dial! Nothing to dry out skin—
or leave that “clingy” feeling. And Dial’s AT-7 just won’t let perspiration
odor start. Real soap. The soap for people who like people!



Aren't you
glad you use
Dial Soap!



(don't you wish everybody did?)

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Now—Fry Without Fat!

Amazing New Fat-free Cooking Aid

PAM DRY FRY

A PURE VEGETABLE PRODUCT



- 1** Cuts calories up to one-half
 - 2** You don't use oils, fats, shortenings
 - 3** Lets you enjoy fried foods safely
- and** Prevents foods from sticking fast to pans

PAM Dry Fry is the amazing new cooking discovery that lets you fry without fat, oil, or shortening.

Simply spray PAM Dry Fry on pots, pans, or casseroles. With PAM you fry, bake, or grill meats, eggs, fish, potatoes—anything without using a single drop of grease. PAM is a pure vegetable product that has no taste of its own to get in the way of natural food flavors.

YOU CAN CUT CALORIES as much as one-half when you use PAM Dry Fry. When you fry with fats, you add 50 to 100

calories to each serving! Based on findings of a world-famous research laboratory,* PAM can't add a single calorie. Get PAM Dry Fry for the dieters in your family and yourself!

PAM DRY FRY IS RECOMMENDED BY DOCTORS who feel it's better to avoid greasy food. If you suffer distress often associated with foods fried in fat, now—with PAM Dry Fry—you can enjoy many of your favorite fried foods again. Because when you use PAM, you don't use a single drop of fat, oil, or shortening.

*Name on request.

PAM TREATED PANS CLEAN EASY—NO MORE HARD RUBBING, SCRUBBING, SCOURING

Just spray PAM on utensil before you fry, roast, bake, broil, or cook anything which might stick. Steaks, roasts, hamburgers, eggs, potatoes, even cooked cereal won't stick fast—even a casserole dish sticky with cheese and macaroni practically rinses clean in just a few seconds. If you're not a diet-watcher, you can add your favorite shortening to a Pam-treated pan. PAM works perfectly to keep foods from sticking fast.

PERFECT FOR BARBECUES!



Stop adding oil, fat, shortening when you fry. Put an end to messy pans and greasy foods. When you use PAM Dry Fry you don't add a single drop of grease, not a single calorie. Foods can't stick—and pans rinse clean under water!



PAM IS SO EASY TO USE—ECONOMICAL TOO!

Use PAM on any kind of cooking utensil, or surface. Just spray for a few seconds—then cook as you usually do. See what a difference PAM makes—food isn't greasy, pans aren't messy. A can of PAM should last up to eight weeks, depending upon usage.



CALORIE CHART*

FOOD	Fried in fat (oils, shortening, etc.)	Boiled or Broiled or Fried with PAM
EGG (fat—1/2 T.)	125	77
HAMBURGER—1/4 lb. (fat—1 T.)	400	300
POTATO (fat—1 1/2 T.)	240	83
FISH—fillet haddock (fat—1 1/4 T.)	214	79

*According to currently accepted authorities
T. = Tablespoon

PAM DRY FRY

AVAILABLE AT FOOD, DRUG AND DEPARTMENT STORES



COLORAMA...COOLERAMA

Arrow's newest...air-conditioned shirts

**New stay-fresh fabrics are pinpointed with air-vents...
plus no-care wash and wear**

Light-weight: just a few ounces. Yet, you can't see through the pinpointed, cool fabrics. Here is wash and wear that out-smarts wrinkles... that retains that fresh, cool look all day, all night... tough, durable shirts that can be thrown (with that

devil-may-care attitude) into the laundry machine... require little or no ironing. "Sanforized" labeled, all cotton. Your choice: short sleeves, long sleeves, collar styles, colors. From \$4. Harmonizing Dacron ties, \$1.50; handkerchiefs, 55 cents.

—ARROW—

FOR FATHER'S DAY (FOR FATHER EVERY DAY)
HE LOOKS BETTER IN AN ARROW SHIRT

This One



FSQT-S33-ZU7F

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Model J-408. \$4.12 weekly—after small down payment.

Will your stove cook without watching?

1959 G-E Ranges let you bake, boil, roast, grill ... barbecue, too ...
without being "tied to the stove"!



Can you dial the exact temperature you need—and not go back to turn it up or down? New Automatic Unit on G-E Ranges makes all your pans automatic!



Can you lift off the oven door for easy, "no-stretch" oven cleaning? Every G-E Range has lift-off oven doors; broiler units pull out; bake units lift up.

Go ahead—join your guests! Your new G-E Keyboard Cooking Range will do the cooking—and the watching—for you!

Appetizers cook on an automatic griddle that maintains the temperature you dial. Little pizzas bake in the Companion Oven—turned on and off by its own timer.

Family-sized Rotisserie in the Master Oven turns the roast slowly, evenly, till it's perfectly browned. Even vegetables need no watching—G.E.'s hi-speed units give *controlled* heat.

Your G-E dealer has a wide assortment of General Electric Ranges in 30- and 40-inch models; with single or double ovens. And remember—dependable G-E quality is backed by prompt, courteous service by G-E-trained service experts.



**Your old stove will make a
good down payment on a new G.E.!**

PRICES START AT **\$149⁰⁰***

(Or about \$2.00 a week after small down payment.) *Factory recommended price for Model J-299 (not shown). In Hawaii freight and handling extra.

GENERAL ELECTRIC

Range Dept., General Electric Co., Louisville 1, Ky.



Can you cook meals while you're out? Or if you have a timer, is it too complicated to use? G-E's Automatic Oven Timer is as easy to set as a clock!



Can you cook without smudging pans? Worry about drafts blowing out a pilot light or low flame? No open flames on G-E Ranges ... they're clean, safe, fast!

Physically
fit now...

sure of
insurability
to 40!

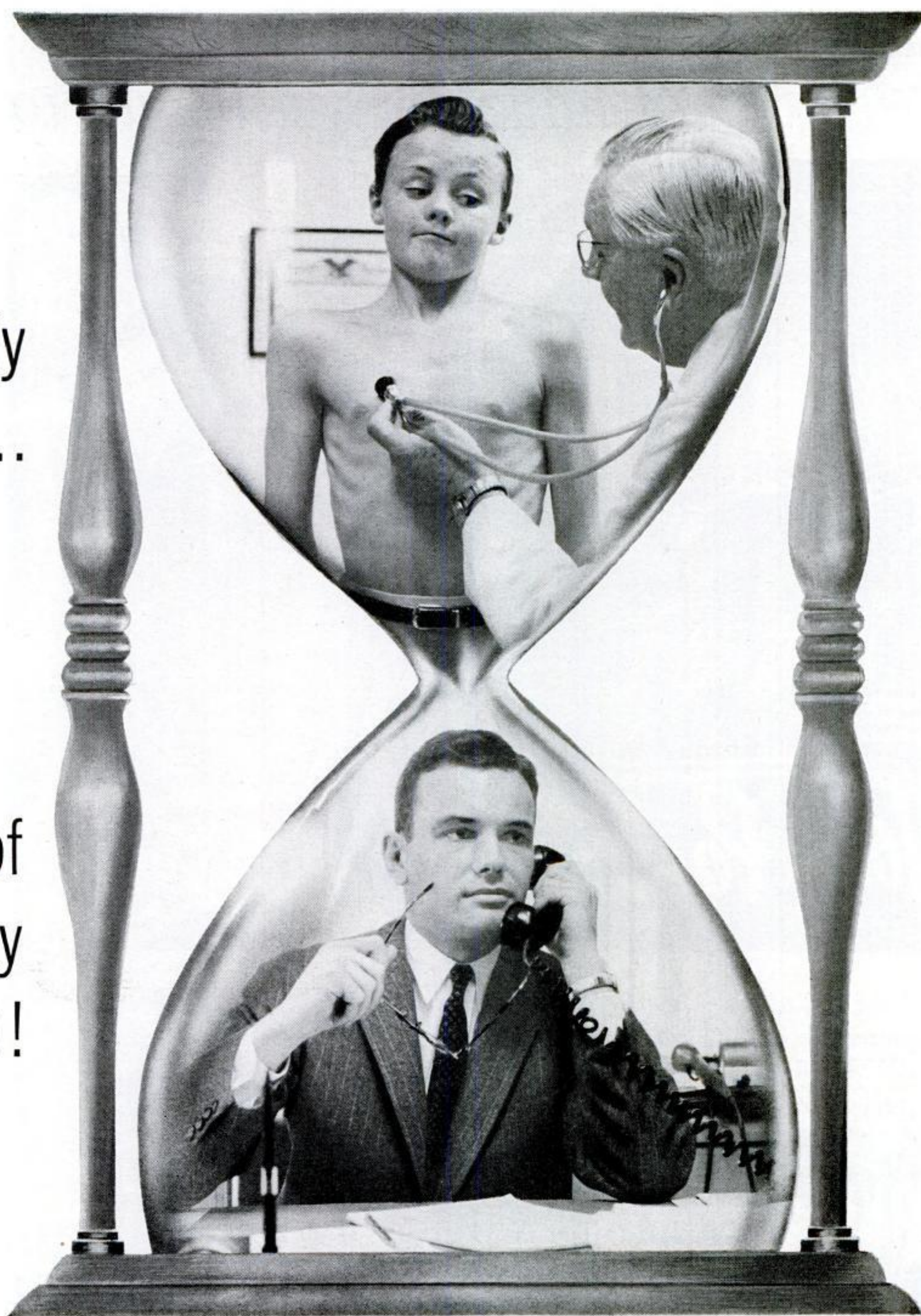


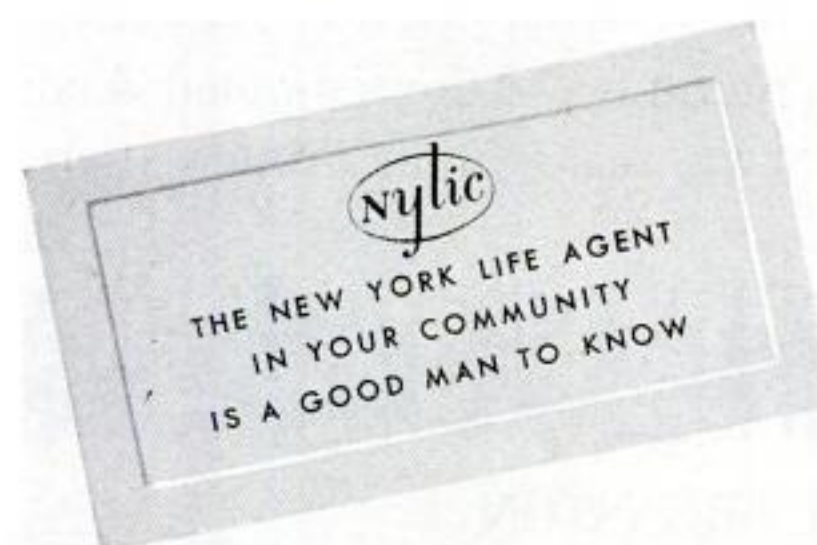
PHOTO BY MAXWELL COPLAN

**New York Life's new Guaranteed Insurability Option
guarantees the right to build financial security later on—
regardless of future health or occupation!**

A young man's right to buy more insurance later is guaranteed once he qualifies for New York Life's Guaranteed Insurability Option. Issued from birth to age 37, this valuable provision can be included with most new policies of \$5,000 or more—and at a cost of only pennies more per month! This option guarantees the right to buy another policy of equal amount (up to \$10,000) at any or all of seven option ages, beginning at 22 and every three years thereafter to 40. These additional policies will be issued at regular rates and without physical examination or evidence of insurability. Take this step to guarantee that your children or grandchildren (or you) won't be *uninsurable*—that they will be eligible to increase their insurance protection by as much as \$70,000 as needs and earnings increase. See your New York Life agent now. Or write: New York Life Insurance Company, Dept. L-47, 51 Madison Avenue, New York 10, N.Y. (In Canada: 320 Bay Street, Toronto, Ontario)

NEW YORK LIFE

INSURANCE COMPANY



Life Insurance
Group Insurance
Annuities
Accident & Sickness
Insurance
Pension Plans

HALF HIS CREW LOST... HIS SHIP IN FLAMES AND SINKING—
BUT WHEN THE ENEMY DEMANDED SURRENDER HIS REPLY RANG OUT—

"I have not yet begun to fight!"



For the first time a star-spangled motion picture captures the real-life excitement of America's JOHN PAUL JONES—the incredible sailor-of-fortune who inspired a mighty navy into being!



This was a *man*! Range with him from George Washington's Virginia to Louis XVI's Versailles; from Jamaica's burning shores to Russia's frozen steppes—as this fighting leader and fiery lover conquers in battle and in boudoir!

Your whole family should see—and we weigh every



word—one of the most important motion pictures ever produced...one worthy, if any film can be, of the red-blooded era it spans—when a proud banner was raised and a proud nation was born!

Starring
ROBERT STACK
MARISA PAVAN
CHARLES COBURN
ERIN O'BRIEN

— Guest Stars —
MACDONALD CAREY
JEAN PIERRE AUMONT
DAVID FARRAR
PETER CUSHING
SUSANA CANALES

And a Special Appearance
by
BETTE DAVIS
as
Catherine the Great



Produced by **SAMUEL BRONSTON**

Directed by **JOHN FARROW** | Screenplay by **JOHN FARROW** and **JESSE LASKY, Jr.**

MUSIC BY **MAX STEINER** | FILMED IN **TECHNIRAMA®** | Color by **TECHNICOLOR®** | Distributed by **WARNER BROS.**



Now on Warner Bros. Records...
the original music from the sound
track of "John Paul Jones" available
at your favorite record dealer.



No air loss! No delay! Patented sealant makes instant air-tight repair.

Nail in, nail out. That's Smileage! No flats with B.F. Goodrich Life-Saver Silvertowns, the tire that seals punctures instantly and permanently. Like all B.F. Goodrich Silvertowns, Life-Savers are time-tested, lab-tested, road tested. We've done the worrying for you. For a summer of fun and safety—see your B.F. Goodrich dealer. 4 tires, \$4 down.

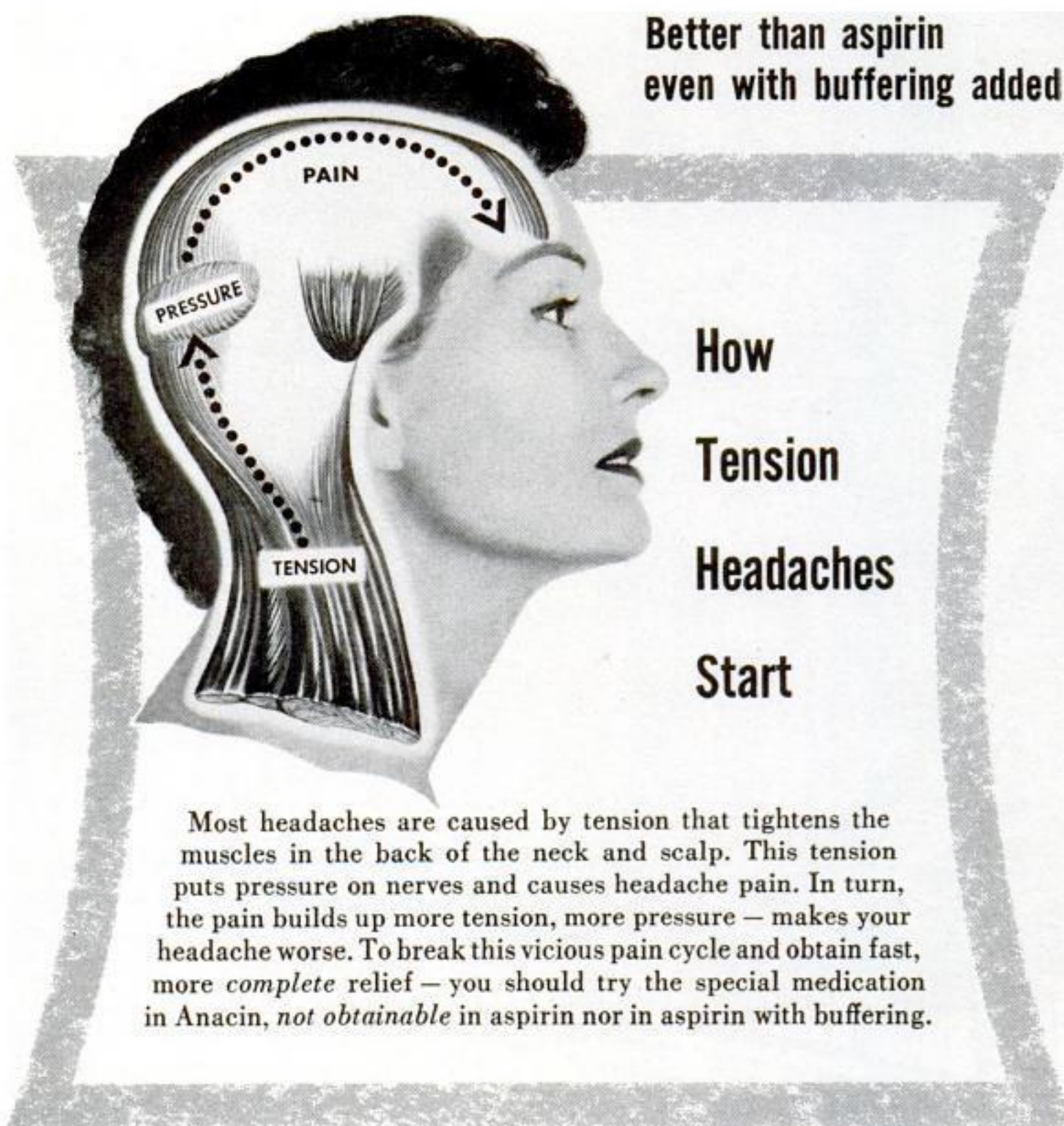
Look for your B.F. Goodrich Smileage dealer in the Yellow Pages. The B.F. Goodrich Co., Akron, Ohio.

B.F. Goodrich *Smileage dealers*

How you can break the vicious cycle of NERVOUS TENSION HEADACHE



Better than aspirin
even with buffering added



How
Tension
Headaches
Start

Most headaches are caused by tension that tightens the muscles in the back of the neck and scalp. This tension puts pressure on nerves and causes headache pain. In turn, the pain builds up more tension, more pressure — makes your headache worse. To break this vicious pain cycle and obtain fast, more complete relief — you should try the special medication in Anacin, *not obtainable* in aspirin nor in aspirin with buffering.

ANACIN® relaxes tension

● releases pressure ● relieves pain fast

Tension headaches need the *extra* medication in Anacin. So why limit yourself to aspirin or buffered aspirin which contains *only one* pain reliever and has *no* special medication to relax your tension? Anacin is a special *combination* of medically approved ingredients which 3 out of 4 doctors recommend for pain of headache, neuritis and neuralgia. Anacin Tablets give a better TOTAL effect in pain relief because they relax tension, release pressure and relieve pain fast. They break up the vicious pain cycle! Safer, too. Anacin does not upset your stomach. See if Anacin doesn't *work better* for you.

3 out of 4 doctors
recommend
the ingredients in.....



LETTERS TO THE EDITORS



ROCKET PHOTOGRAPHED FROM SEPARATED NOSE CONE 70 MILES ABOVE EARTH

A LOOK AT THE WORLD'S WEEK

Sirs:

Your pictures of the nose cone separating from the rocket (A Look at the World's Week, LIFE, May 25) prompts me to send this photograph (above) which shows a carrier rocket just after the nose cone has separated from it. It was obtained by the Ballistic Research Laboratories of the U.S. Army Ordnance Corps with a rocket-borne camera launched in a Nike-Cajun rocket as part of the U.S. Upper Air Rocket Research Program for the IGY. The picture was taken by one of three cameras carried in the nose cone. Rocket and cone are at an altitude of 70 miles. At lower left is the earth horizon just coming into view.

JAMES P. HAMILL
Director

Ballistic Research Laboratories
Aberdeen Proving Ground, Md.

TEAMSTERS, PART II

Sirs:

The sad part of Hoffa's story is that he has the opportunity to be a great labor leader. Instead he chooses the puerile belligerency and idiotic mediocrity of his goon-infested union ("What Hoffa's Up To, As Jimmy Himself Tells It," LIFE, May 25).

ED CORTEZ

Granite City, Ill.

Sirs:

Sooner or later, Congress will have to deal with the awesome growth of the power of the Teamsters Union. Such monolithic concentration of power in the hands of a few willful men, whether giant business or giant unionism, has no part in a dynamic democracy. Woodrow Wilson's views on the responsibility of public officials are dramatically appropriate today: "The business of government is to see that no other organization is as strong as itself; to see that no body or group of men, no matter what their private interest is, may come into competition with the authority of society. . . ."

CARL FALLBERG

Los Angeles, Calif.

EDITORIAL

Sirs:

To a retired professor your editorial, "How to Double College Salaries" (LIFE, May 25), was of considerable interest. Some of the suggestions are certainly worthy of consideration but the picture of trustees forced to act as rubber stamps by rampant faculties is a trifle ridiculous.

No faculty of any first-rate institution, capably led, is either so stupid or so hidebound that it is incapable of originating and making desirable changes without orders from a board of trustees.

At Oberlin College the faculty, not the trustees or the president, has been permitted to run the institution to an extent virtually unique in America. This arrangement has attracted talent out of all proportion to salaries. The feeling among the faculty that they are really the college, not hired hands in a factory, has inspired a devotion and loyalty that no money could buy.

ROBERT S. McEWEN

Oberlin, Ohio

Sirs:

Suppose U.S. Steel was badly in need of reorganization. Would it make sense to put the job in the hands of a board composed of clergymen, professors, physicians and musicians?

The curriculums in most large universities could stand reduction. But asking the trustees to use the meat ax is simply inviting disaster. The job should be done by the president and a committee of faculty members clear-headed enough to recognize what is essential. Higher education can never be put entirely on the kind of mass-production basis so friendly to the mind of the efficiency expert from the world of business.

EDMUND M. SPIEKER

Columbus, Ohio

Sirs:

In spite of the current furor in education, the teacher is still regarded as a drudge, and the real excitement and creative effort of good teaching is completely ignored.

CONTINUED

LIFE 540 N. Michigan Ave., Chicago 11, Ill.



Please send ONE YEAR OF LIFE for \$5.95

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address _____
city _____ zone _____ state _____

TO SPEED DELIVERY OF LIFE—and all your mail—please be sure to include your Zone Number in your address. The mail you send will get there faster, too, if the address carries a Zone Number. L-3424



This Page Worth \$9²⁷ in Mercury Records

Take these coupons to your Mercury Record Dealer today. Each coupon is good for fabulous savings on your purchase of two Mercury Records.

Choose from hundreds of exciting new Mercury classical, popular and jazz recordings.

Clip These Coupons Now!
Offer expires June 30, 1959

REDEEM THIS COUPON AT YOUR MERCURY RECORD DEALER

\$5.00 This coupon is worth **\$5.00** **\$5.00**
on the purchase of two
Stereo Hi-Fi Mercury Records
at suggested list

To Mercury Dealers: Mercury's distributor will redeem this coupon from you provided that you have redeemed it from the consumer on purchase of Mercury stereo records in accordance with the provisions of this plan. This coupon is not valid in any State where coupons redeemable in merchandise are taxed, restricted, regulated, or prohibited. Distributor will not honor redemption through outside agencies, brokers, or others who are not bona fide store-front retailers of Mercury records. Invoices showing your purchase of sufficient stock to cover coupons presented for redemption must be shown on request. This coupon is good only for records specified. Cash value 1/20 of cent.

\$5.00 OFFER EXPIRES JUNE 30, 1959 **\$5.00**

REDEEM THIS COUPON AT YOUR MERCURY RECORD DEALER

\$3.48 This coupon is worth **\$3.48** **\$3.48**
on the purchase of two
33 1/3 Monaural Hi-Fi Mercury Records
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\$3.48 OFFER EXPIRES JUNE 30, 1959 **\$3.48**

REDEEM THIS COUPON AT YOUR MERCURY RECORD DEALER

79¢ This coupon is worth **79¢** **79¢**
on the purchase of two
45 RPM Mercury Records
at suggested list

To Mercury Dealers: Mercury's distributor will redeem this coupon from you provided that you have redeemed it from the consumer on purchase of Mercury 45 rpm records in accordance with the provisions of this plan. This coupon is not valid in any State where coupons redeemable in merchandise are taxed, restricted, regulated, or prohibited. Distributor will not honor redemption through outside agencies, brokers, or others who are not bona fide store-front retailers of Mercury records. Invoices showing your purchase of sufficient stock to cover coupons presented for redemption must be shown on request. This coupon is good only for records specified. Cash value 1/20 of cent.

79¢ OFFER EXPIRES JUNE 30, 1959 **79¢**



And your choice of these top artists on 45 rpm: The Platters, Patti Page, Brook Benton, The Diamonds, Sarah Vaughan, The Mark IV, Dinah Washington, Ralph Marterie, David Carroll and many others.



MERCURY RECORD CORPORATION • CHICAGO 1, ILLINOIS

SCOTT



Leaves all other outboards years behind!

Full electrical system with generator, full gearshift... the 60 hp. Flying Scott

You're looking at the most exciting new outboard in America. Rugged as an Army mule. Compact as a watch. Lean and light enough to fit a wide range of boats—even in pairs!

With only three cylinders, the Flying Scott delivers a strong 60 horsepower* that planes big cruisers, tows water skiers effort-

*OBC certified at 4800 rpm.

lessly—and sends runabouts flying at up to 50 mph! The secret: a bold, simple new 3 cylinder design that trims bulk, cuts vibration, and delivers more smooth power at the prop.

Yet for all its lightning, this sweet sixty handles as easily as a new car. You start it with the turn of a key (full electrical system with generator, no extra cost). As you cruise, the new offset lower unit counteracts torque for easier steering. New Single Lever Control (optional, extra cost) synchronizes your throt-

tle and full marine gear-shift, gives you safe, sure command of your boat. And Scott's bail-a-matic pump bails your boat—automatically! \$950, freight extra.

10 MODELS...7 COLORS!

From 3.6 to 60 hp, there's a Scott for every boat and budget. Ask your Scott dealer about big savings on Scott-powered outboard combinations. For free 24-page brochure in full color, write Dept. L-69, Marine Products Division, McCulloch Corporation, Minneapolis 13, Minn.

MARINE PRODUCTS DIVISION

McCULLOCH CORPORATION



Los Angeles
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LETTERS TO THE EDITORS CONTINUED

It is not a superstition that a low ratio of students to teachers is better; the best teaching is done in a tutorial relationship of one to one, and not in vast lecture courses.

JOSEPH SHELLEY

St. Paul, Minn.

SPEAKING OF PICTURES

Sirs:

As a photographer of fast-action shots, I felt impelled to say that your photograph, "Impalas in a Frenzy" (LIFE, May 25), is easily the finest action shot in color I have ever seen. It is magnificent beyond words.

B. V. WILSON

Sedalia, Colo.

MISCELLANY

Sirs:

In the picture of the discarded clock ("Time A-Wasting," LIFE, May 25), Photographer Allen Vogel's New York non-clock watchers are apparently so busy that they can't even fill their own shoes. From the appearance of the blurred figures and misplaced shoes it seems in the photograph that Mr. Vogel must have used a slow shutter speed or taken multiple short exposures.

RELL G. FRANCIS

Springville, Utah



FEET AT RANDOM

● Photographer Vogel used a slow 1/5-second exposure and the pedestrians were walking fast.—ED.

MRS. SHERM ADAMS

Sirs:

I have just finished reading "Our Six Years in Washington's Whirlpool" by Mrs. Sherman Adams (LIFE, May 25). As a nonpartisan in politics, I must say that I have found this article not only illuminating but also relaxing. Mr. Adams is to be congratulated for having such a devoted and intelligent wife.

CANDIA NIEH

Englewood, N.J.

Sirs:

How can you treat your fisherman readers as you do? Picturing Sherman and Rachel Adams on the cover and not letting us see what Sherm caught.

FAYE BRAUDT

Plainview, Texas

● They didn't catch anything.—ED.

Sirs:

I have news for Mrs. Sherman Adams. Khrushchev, or the reincarnated Adolf Hitler, could have been "managing" Ike in 1952 and Ike still would have won!

HENRY STONER

Culver City, Calif.

ARCTIC ART

Sirs:

The article, "Church Sale of Arctic Art" (LIFE, May 25), was of great interest to churchmen in Canada.

Canon William James, who has been in charge of the mission at Baker Lake for 25 years, is one of the heroes of the North. He has been friend, schoolmaster, doctor, dentist, carpenter, mechanic and pastor at Baker Lake. He is a living denial of accusations that missionaries have spoiled the Eskimos and their culture. Such devotion goes too much unsung.

C. N. BLAGRAVE

Oakville, Ontario, Canada



CANON AND PARISHIONERS

CRISIS FOR BERLIN

Sirs:

Your excellent article on Berlin, "Crisis for an Outpost of Freedom" (LIFE, May 25), calls Kaiser Wilhelm II the "successor" of Wilhelm I. You omitted Frederick III, son of the first Wilhelm and father of the second. He succeeded his father early in 1888 but died of throat cancer the same year, passing the throne to Wilhelm II. Thus 1888 became known as the "Three Emperors' Year."

LOTHAR SALIN

San Rafael, Calif.

CAR ESCAPE

Sirs:

In your article, "How to Get Out of Sunken Car" (LIFE, May 25), you say when "the water stops rising, he takes a deep breath, opens the door, pushes out and up to the surface." This emergence is correct, but holding the breath goes against all techniques of scuba diving.

The trapped air is under pressure and acts much the same as compressed air in a diver's tank. If not exhaled on the way to the surface, it could cause traumatic air embolism or lung rupture. Air embolism can occur in as little as 10 feet of water.

FORBES H. BROWN

Canandaigua, N.Y.

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How we retired in 15 years with \$300 a month

"Here we are, living in Southern California. We've a little house just a few minutes' walk from the beach, with flowers and sunshine all year. For, you see, I've retired. We're getting a check for \$300 a month that will keep us financially independent as long as we live.

"But if it weren't for that \$300, we'd still be living in Forest Hills, and I'd still be plugging away at the same old job. Strangely, it's all thanks to something that happened, quite accidentally, in 1943. It was August 17, to be exact. I remember the date because it was my fortieth birthday.

"To celebrate, Peg and I were going out to the movies. While she went upstairs to dress, I picked up a magazine and leafed through it idly. Then somehow my eyes rested on an ad. It said, 'You don't have to be rich to retire.' Probably the reason I read it through was that just that evening Peg and I had been saying how hard it was for us to put anything aside for our future.

"Well, we'd certainly never be rich. We spent money as fast as it came in. And here I was forty already. Over half my working years were gone. Someday I might not be able to go on working so hard. What then?

"Now this ad sounded as if it might have the answer. It told of a way that a man of 40—with no big bank ac-

count, but just fifteen or twenty good earning years ahead—could get an income of \$300 a month guaranteed for life. It was called the Phoenix Mutual Retirement Income Plan.

"The ad offered more information. No harm in looking into it, I said. When Peg came down, I was tearing a corner off the page. First coupon in my life I ever clipped. I mailed it on our way to the movies.

"Fifteen years slide by mighty fast. They were busy, unpredictable years. I couldn't see into the future. But my Phoenix Mutual Plan was one thing I never had to worry about! 1958 came... I got my first Phoenix Mutual check—and retired.

"We sold the house and drove west. We're living a new kind of life. Best of all, we've security a rich family might envy. Our \$300 a month will keep coming as long as we live."

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of from \$50 to \$300 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail, and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for Employee Pension Programs. Don't put it off. Send for your copy now.

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

OVER 100 YEARS
OF LIFE INSURANCE PROTECTION
FOR FAMILIES AND BUSINESS

Phoenix Mutual Life Insurance Co.
306 Elm Street, Hartford 15, Conn.

Please mail me, without obligation, your free 28-page booklet showing new retirement income plans.

Plan for men ☐ Plan for women ☐

Name

Date of Birth

Business Address

Home Address



SPEAKING OF PICTURES

Baldy and the Long Hairs

Amid a great cascade of handsome hair falling down the backs of 30 attractive young girls, a lone and barren bald spot shone out. The owner of the spot, Dallas Photographer William Langley, was happily surrounding himself with a feminine commodity he had recently despaired of ever finding.

Assigned to shoot an advertising picture of a girl with long tresses blowing in the breeze, Langley had been unable to find a single professional model with long, blond hair. But when the *Dallas Times-Herald* reported his predicament and called long hair "as out of date as a raccoon coat," 52 nonprofessionals turned up offering to let their hair down. Delighted with the extravagant assortment, Langley lined the girls up for a rear view picture, hung their hair from a table and came up with just what he wanted for the ad (*far right*).





COMPARING CANDIDATES for his modeling job, Photographer Langley lined them up for a picture from behind, then stepped into the scene himself.



THE WINNER, Mary Parkhurst, 18-year-old high school girl, has 30-inch tresses. "But for other modeling jobs," said Langley, "she'll have to cut it off."

NARROWING CHOICE, Langley has the girls hang their hair from a table to see how it would look if it were being blown back by a strong wind.



1½ hp, 14,500 BTU* General Electric *Thinline* in the dining room cools the Templemans' 6-room, 1,000-square-foot house.



General Electric Thinline air conditions an Atlanta home for \$334⁹⁵

This family pays \$14.75 per month for the General Electric Thinline Air Conditioner that makes their 6-room house coolly aloof to Atlanta's notorious 100-degree heat waves . . .



Bridge parties are always comfortable no matter what the weather—all thanks to the powerful General Electric *Thinline*.

"WE WERE DYING of the heat," says Mrs. Georgia Templeman, a kindergarten teacher. "It was so hot that we couldn't play bridge or do anything at all but just be miserable."

"One morning we just couldn't stand it any longer. So we called up a General Electric dealer."

The dealer came out that very day and installed a 1½ hp, 14,500 BTU* General Electric *Thinline* in the Templemans' dining room window. By nightfall, the entire 6-room, 1,000-square-foot house was blessedly cool.

"Friends said it would cost a mint," says Mr. Templeman. "But it sure didn't. We paid \$299.95 for the unit, plus \$15 for installation and \$20 for wiring."

"So for \$334.95 we have our house air conditioned. It costs us only a few dollars a month to operate."

"We financed it through a bank, and payments come to \$14.75 a month."

"You could take away anything else—but we wouldn't let that *Thinline* go. We just couldn't do without it."

Whatever your problem: Dripping humidity, oven heat, high pollen count, a General Electric *Thinline* can whip it.

Naturally prices and installation costs vary across the country. But one thing for sure: there's a General Electric *Thinline* to fit almost any window or installation need, almost any wiring, almost any income. It's your biggest bargain in comfort. So why wait a minute longer?

Comfortable terms are available through the General Electric Credit Corporation or through other reputable financing institutions. General Electric Company, Room Air Conditioner Dept., Louisville 1, Kentucky.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

1. Deluxe *Thinline*, 9,000 BTU's*, 230 volts. A 115-volt model has 6,500 BTU's* on 7.5 amps.
2. Super *Thinline*, 16,000 BTU's*, 2 hp. A 1½ hp model packs 13,000 BTU's*. Both 230 volts.
3. Custom *Thinline*, 8,500 BTU's*, 115 volts, 12 amps. 26" wide, 15½" high, 16¾" deep.
4. *Thinette*, 6,000 BTU's*, 7.5 amps, 115 volts. 13" x 13" x 25". You-do-it installation.
5. All-Weather *Thinline*, 10,000 BTU's* of cooling; 10,000 BTU's* of heating.

*Capacities tested and rated in compliance with National Electrical Manufacturers' Assn. Standards CN 1-1958.



For
the man
you
love
best



Father's Day • June 21

Old Spice

The finest grooming aids
a man can use



After Shave Lotion,
Talcum, Cologne
3.00



NEW! Travel Stick Deodorant (plastic),
After Shave Lotion, Cologne 2.00



Smooth Shave, After Shave Lotion,
Cologne, Stick Deodorant (plastic), 4.00



Pre-Electric
Shave Lotion
1.00

After Shave Lotion
1.00 and 1.75



Body Talcum 1.00



Smooth Shave Regular
or Mentholated 1.00

SHULTON

At fine toiletries counters everywhere

Also available in Canada

Prices plus tax except on Smooth Shave and Pre-Electric Shave Lotion

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The future of shaving has arrived!



See the New Norelco Speedshaver on the Huntley-Brinkley News - NBC-TV

The new **Norelco**® Speedshaver with rotary blades shaves with a stroke you can hardly feel...no nicks, no pull, no pinches

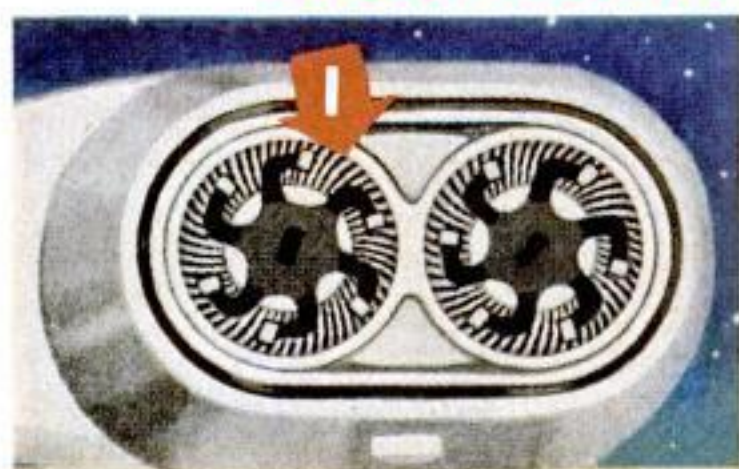
Today there's a new standard of total shaving performance that outdates anything you've ever known. Here's why:

Other electric shavers work this way:  Back-and-forth. Stop-and-start. Frequent result: pinching, pulling discomfort. **Norelco works this way:**   12 self-sharpening rotary blades sweep around in continuous action. Never stop.

Result: a stroke so velvet-smooth you hardly know you're shaving! **Norelco adjusts automatically** to any beard, light or heavy. No hand setting needed.

Note to the family: give your hero this shave-of-the-future for Father's Day or Graduation. The new Norelco Speedshaver in jet-gray and white. AC/DC. Complete with case, \$24.95.

More reasons why Norelco is now the world's largest-selling electric shaver:



1. Rotary blades, beneath motionless skin-guards, stroke off whiskers held erect by exclusive skin-smoother rim.



2. Exclusive push-button cleaning: Flip-top head springs open at touch of a button to empty out "whisker-dust." So simple!

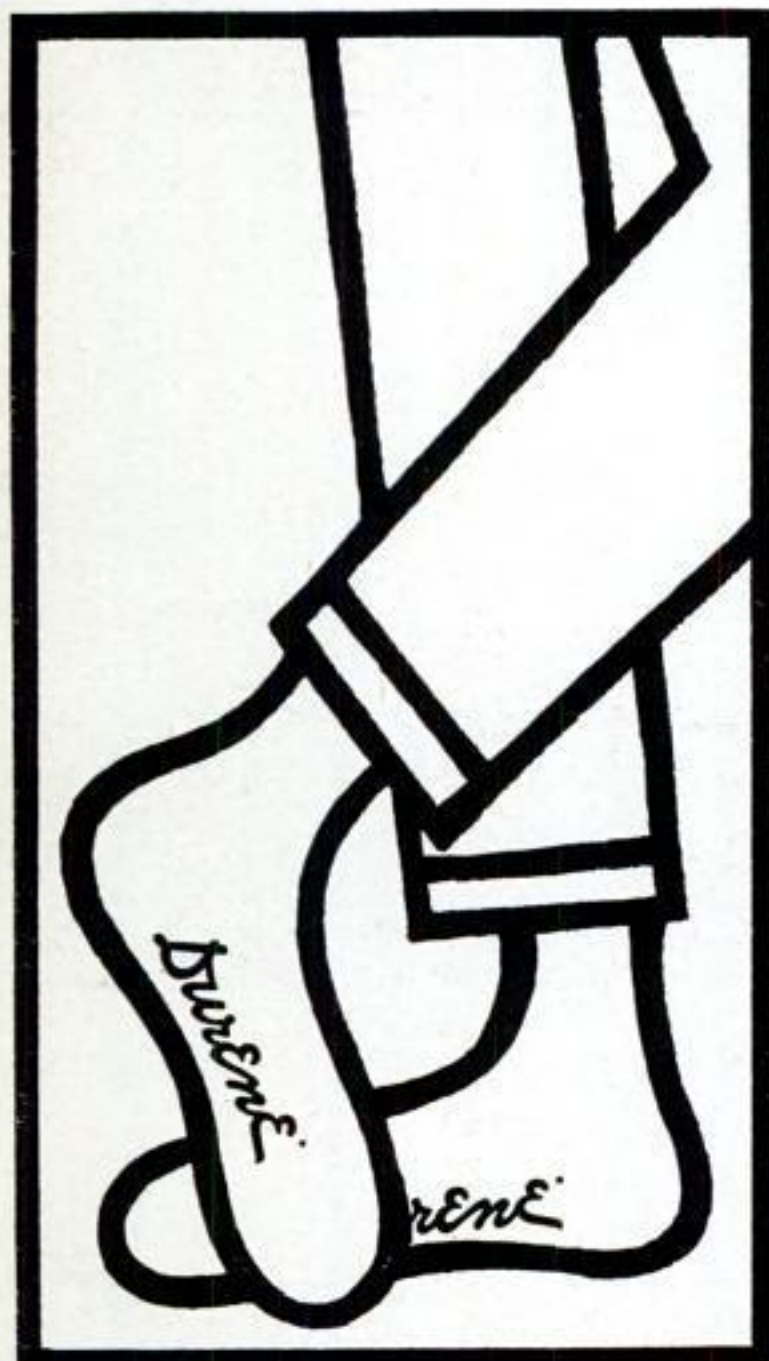


3. Handsome travel case comes with every Norelco. The world's most popular shaver has world-wide service facilities.



4. Shave anywhere with the new **Norelco Sportsman**. Runs on flashlight batteries or car lighter. Flip-top cleaning. \$24.95.

NORELCO is known as PHILISHAVE in Canada and throughout the rest of the free world. NORTH AMERICAN PHILIPS COMPANY, INC., 100 E. 42nd St., New York 17, N.Y.
Other products: Radios, Radio-Phonographs, Tape-Recorders, Dictating Machines, Medical X-ray Equipment, Electronic Tubes and Devices.



THE MOST COMFORTABLE THING ON TWO FEET...

Best for your feet, because Durene yarn socks and anklets evaporate moisture, keep skin healthfully dry. Durene is the quality mercerized cotton yarn that looks better, feels better, wears better longer. Look for the label.

Durene Reg. U. S. Pat. Off. The Trade Mark for combed, mercerized, cotton yarn that must meet high Quality Control standards set by Durene Association of America, 350 Fifth Ave., N. Y.

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Install a **LEE** Feridium Anode OIL FILTER

Every LEE Feridium® OIL FILTER does a complete filtration job — 1. TRAPS ENGINE SLUDGE — 2. NEUTRALIZES DESTRUCTIVE ACIDS! It's two filters in one... provides twice as much engine protection at no extra cost! Patented Resin-wax® one-piece construction insures Positive Filtration. At Service Stations and Dealers everywhere.

LEE FILTER CORP., N. ARLINGTON, N. J.

HEART burn?

KEEP YOUR TUMMY UNDER TUMS CONTROL!



TUMS ARE ECONOMICAL—3 ROLLS ONLY 25¢

Stops Bad Breath INTERNALLY!



You Simply Can't Offend
ENNDS Put an End to Odor in Seconds!

For quick, safe, sure, 'round-the-clock freedom from odors of strong food, alcoholic beverages, smoking, etc., take wonder-working, pleasant-tasting "ENNDS" Tablets containing the miracle extract, Daratol®.

"ENNDS" act internally where sprays, mouthwashes, toothpastes simply can't reach. Can't upset the stomach. Trial size at Drug counters only 54¢.

"ENNDS"

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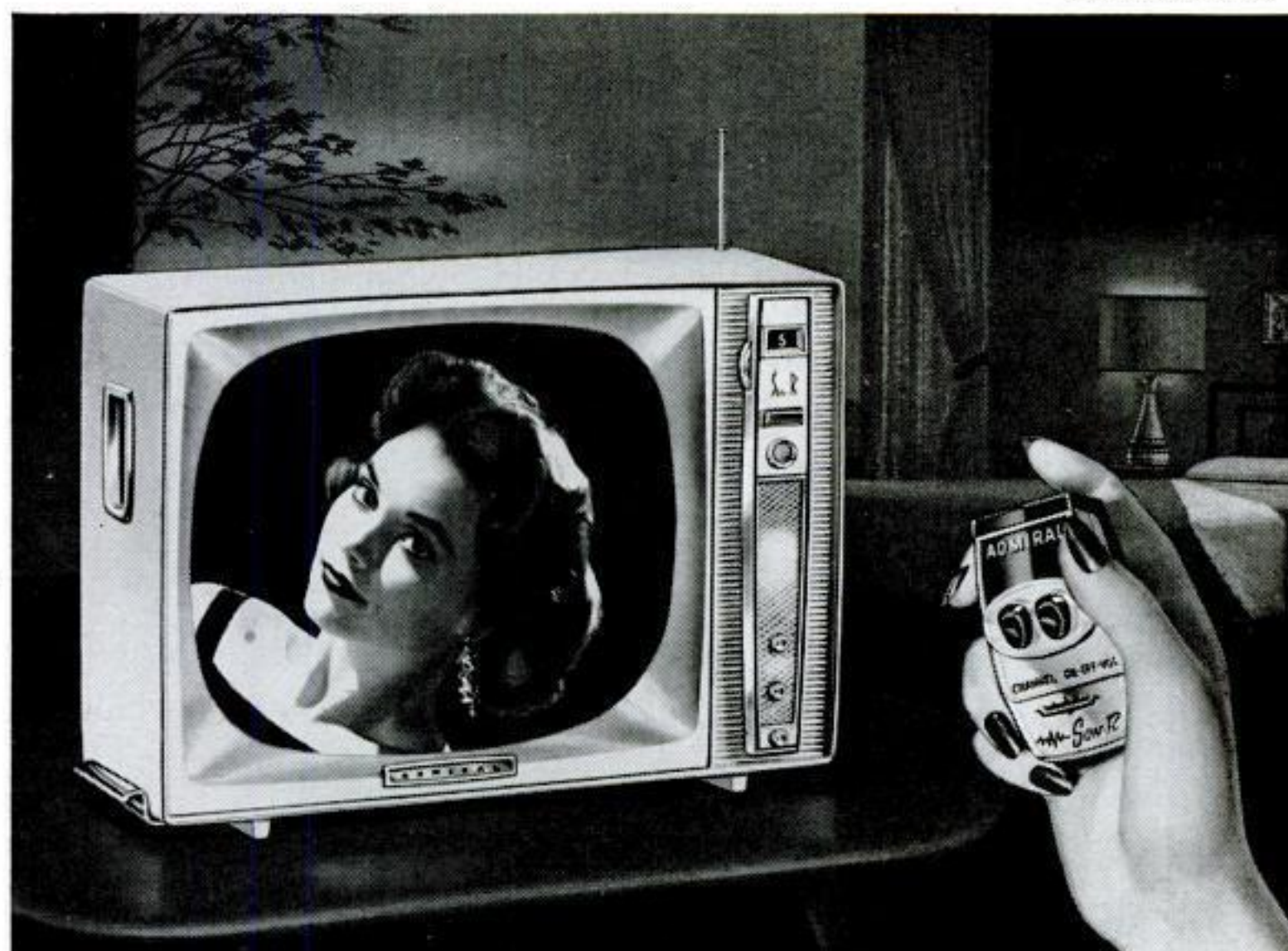
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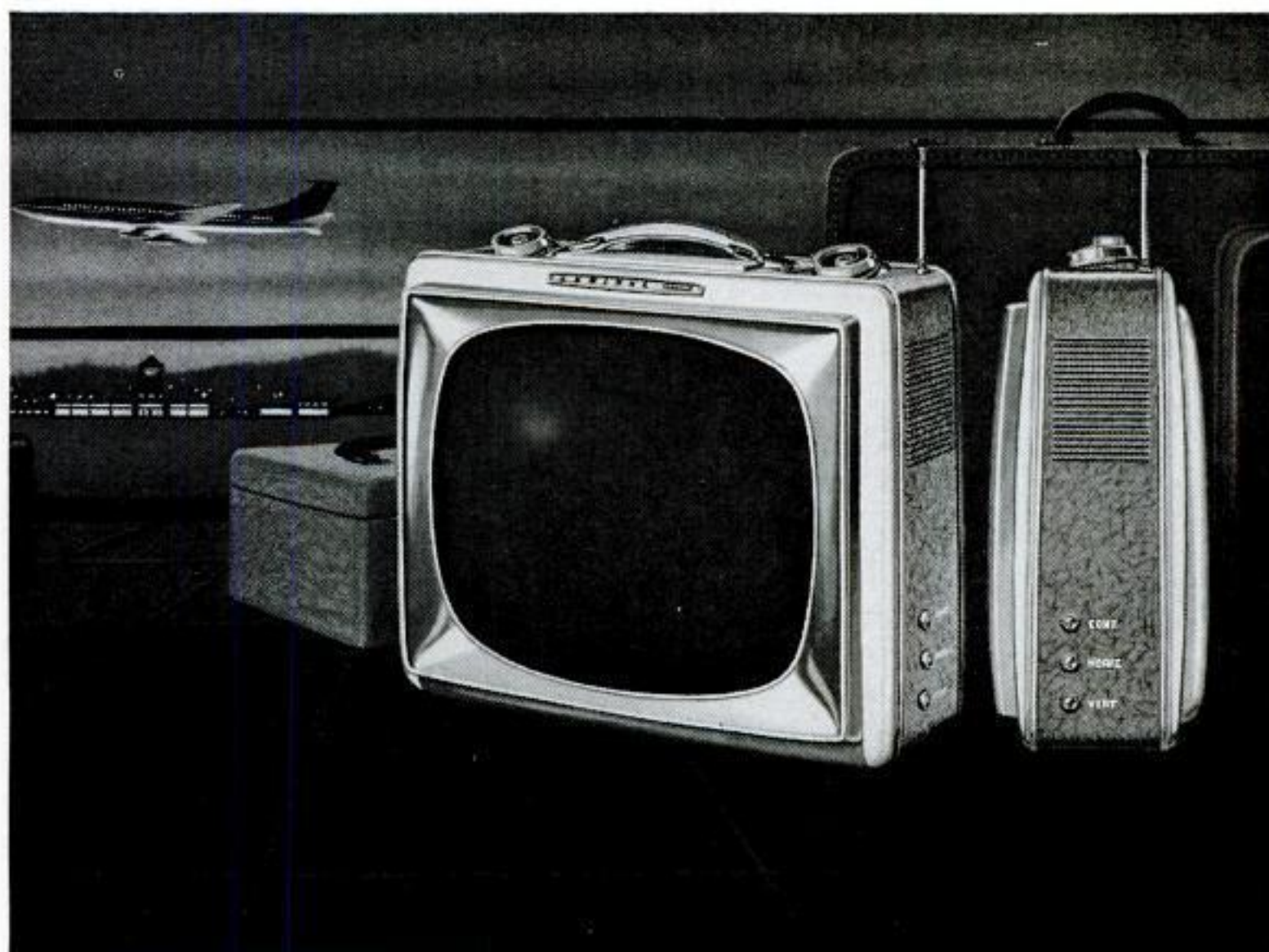
Admiral Son-R* remote control has no wires, no batteries, no transistors... super-sonic sound tunes this new Space Age† portable TV... the most versatile TV ever created! Take it to any room. Tune from anywhere in the room... from the comfort of your bed or easy chair.

Wireless Son-R turns your new Admiral portable TV on-off, changes channels, adjusts volume to 4 levels! Slips into a magnetic pocket on the side of the set when not in use. Son-R TV complete from \$199.95.

*PRONOUNCED SO-NAR



the two prize portables for 1960



New Admiral Thin Man†...TV that Travels in Style

First really rugged and ready to go portable! Ultra-slim and styled like the finest luggage. Only 12¼ inches thin. Has the famous Admiral etched satellite circuits that end service worries. Forward sound up-front. Best picture ever in portable TV. Handy top tuning. Choice of two-tone and leather-look finishes in all-white, tan morocco and white and black morocco. Thin Man Portables from \$159.95.

†TRADEMARK OF ADMIRAL CORPORATION.

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HOLDING THE LIMP FORM OF SPACE MONKEY ABLE ON A TABLE IN FORT KNOX ENVIRONMENTAL MEDICINE LABORATORY, DR. THOMAS R. A. DAVIS, THE CIVILIAN

ABLE'S DRAMATIC DEATH AND... NEW U.S. ADVANCES IN MARCH TO SPACE

It was to have been a piece of minor animal surgery—almost trivial. The problem was to make a mere half-inch incision in the skin of Able, America's rhesus monkey space heroine, and remove a tiny electrode that had recorded her heartbeat during her historic ballistic missile ride (LIFE, June 8). Yet a few moments were enough to turn this simple task into a disaster for the Army doctors charged with Able's care.

In the operating room at Fort Knox the surgeon had scrubbed and donned rubber gloves and Able had been carefully examined. She seemed fit. Now, to save the famous animal from even two minutes of pain, a cloud of the anesthetic trichloroethylene was squirted into



PHYSICIAN IN CHARGE OF ABLE EXPERIMENT FOR ARMY, PURSES HIS LIPS AND GULPS AIR FOR ATTEMPT TO BREATHE LIFE BACK INTO ANIMAL'S STILLED LUNGS

her box. Seconds later Able stopped breathing.

Almost instantly the surgeon put his own lips above Able's tiny mouth, trying to puff life into the limp form. But all attempts were to prove useless.

Able's death was but a minor tragedy in the grand design of man's march into space. Across the U.S. scientists were pushing back the frontiers of space knowledge on many exotic fronts (*see following pages*). Able's spacemates—the squirrel monkey Baker, some sea urchin eggs, an onion, and a half-dozen other specimens of life—were revealing space effects of direct value to future human travelers. Able herself, before succumbing, had given proof that a primate could survive a ballistic rocket ride. But

her death put a blotch on the shining record of America's greatest space biology experiment.

"This is the kind of thing," said the Army's space medicine chief, "that makes you want to kick a door." Before the flight Able had taken the same trichloroethylene and suffered no harm. Yet this time she died. Why may always remain a mystery. The doctors found no trace of damage from the space ride, despite the fact that Able had to sit strapped into her seat for 64½ hours before the flight, then withstand forces 38 times the force of gravity.

Navy and Air Force experts, with more experience than the Army in space biology, point out they never give a general anesthetic to an animal after stress—stress-produced lung

hemorrhages could cause death under anesthesia. Yet such hemorrhages were not found in Able's lungs.

In trying to find out through autopsy why Able died, the scientists have acquired further detailed data on space biology. They now will search Able's brain for microscopic signs of cosmic ray damage. Thus in the short run Able is as valuable dead as alive. Had she lived, however, she could have been observed for 10 to 15 years, to spot possible later aftereffects.

The use of the general anesthetic is now causing controversy. But in any case the Army men did decide it was required, and promptly found themselves in the feverish but futile surgical scramble shown on the next page.

THE STRUGGLE TO SAVE ABLE AS OTHER EXPERIMENTS GO ON

As Able's life flickered to an end, a swarm of Army doctors fought deftly and desperately to save the tiny beast in their midst. These exclusive pictures by LIFE's Photographer Don Cravens record the drama up to the moment when Able was pronounced dead. Now space pioneer Able will be stuffed and displayed in the Smithsonian.

Elsewhere other monkeys like the algae-sustained animal on the opposite page find themselves in tamer but equally exotic experimental

situations, as man relentlessly reduces the unknowns that still stand between him and human space travel. More frequently it is man himself who steps into the rigorous testing devices (*pp. 24, 25*) to experience and measure the perils of extreme heat and cold, vibration and shock, weightlessness and the terrors of isolation. Last week Congress approved the first yearly budget for the National Aeronautics and Space Administration, \$485 million, most of which will go to pay for more space experiments.



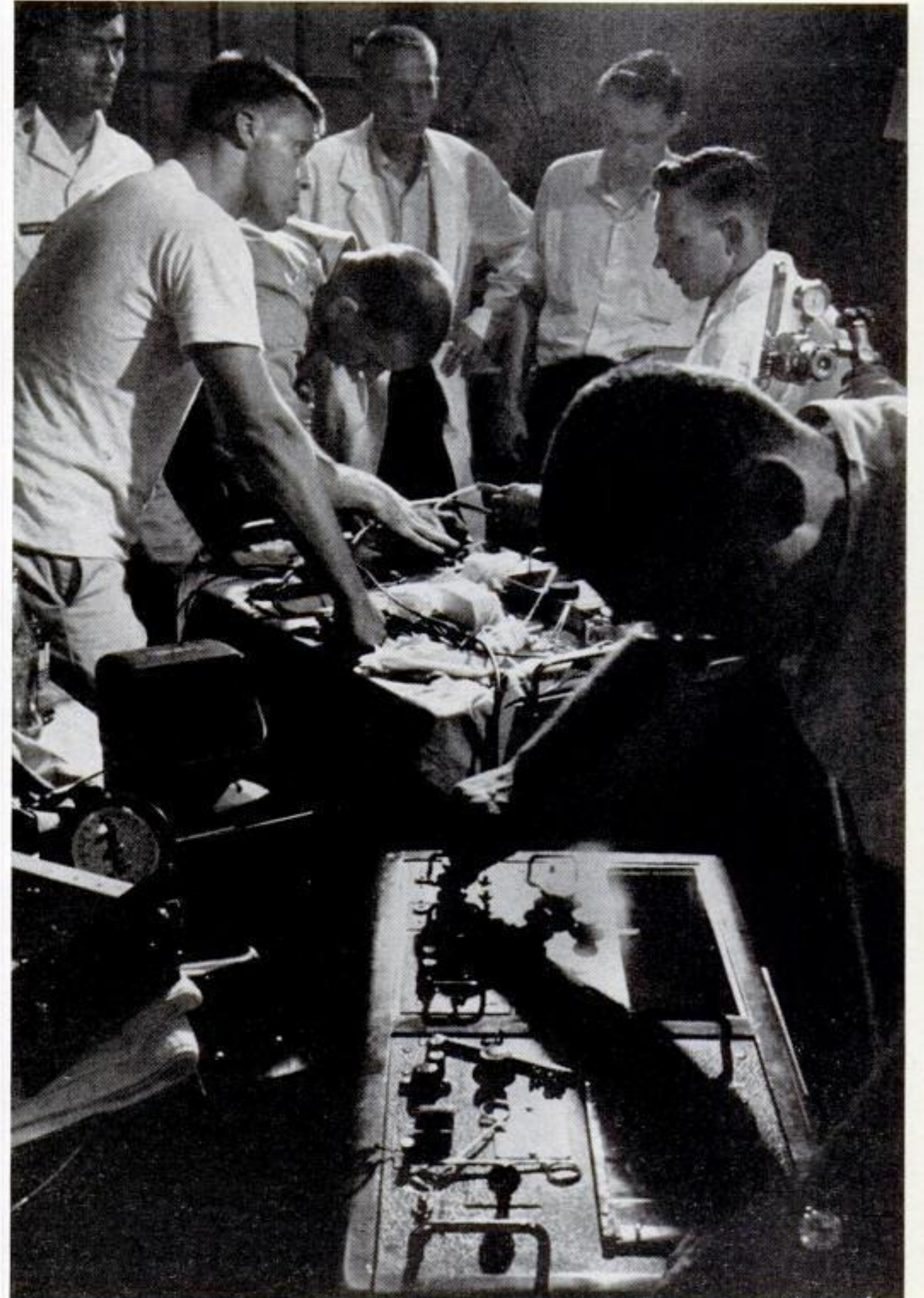
LIP TO LIP with Able, Dr. Davis breathes mouthful of air into monkey's mouth in emergency artificial respiration attempt, fails to start Able breathing.



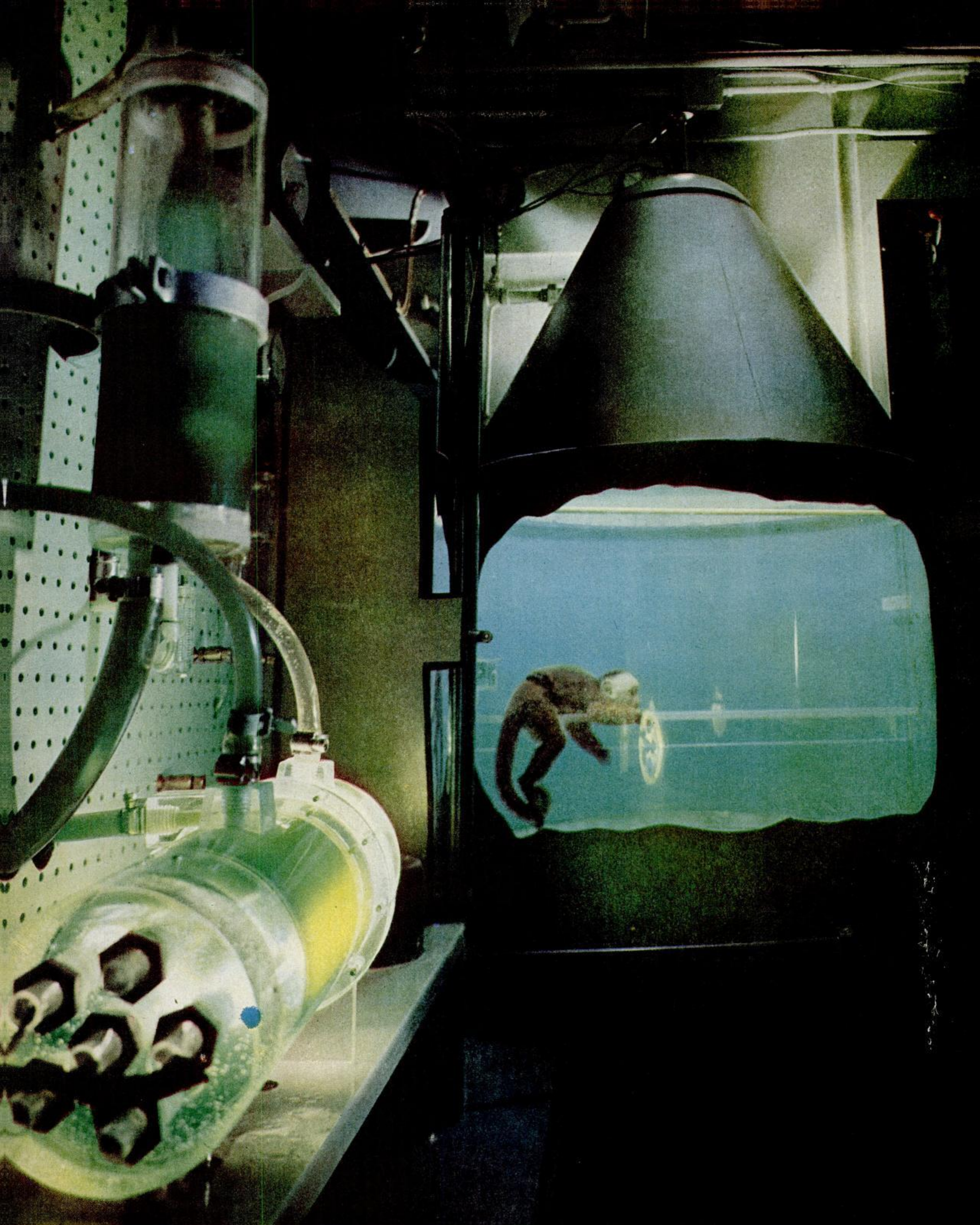
HUNTING HEARTBEAT after attempt to shock heart into rhythm by battery, cardiac expert Robert Hardin examines Able's chest. Oxygen is piped into mouth.



MASSAGING HEART, Dr. Hardin tries to restore beat after cutting into chest with surgical scissors while technician David Cameron prepares adrenalin shot.



BEYOND HOPE after every measure failed, Able lies surrounded by saddened team as Dr. William Ross (*foreground*) reads electrocardiogram that proves death.

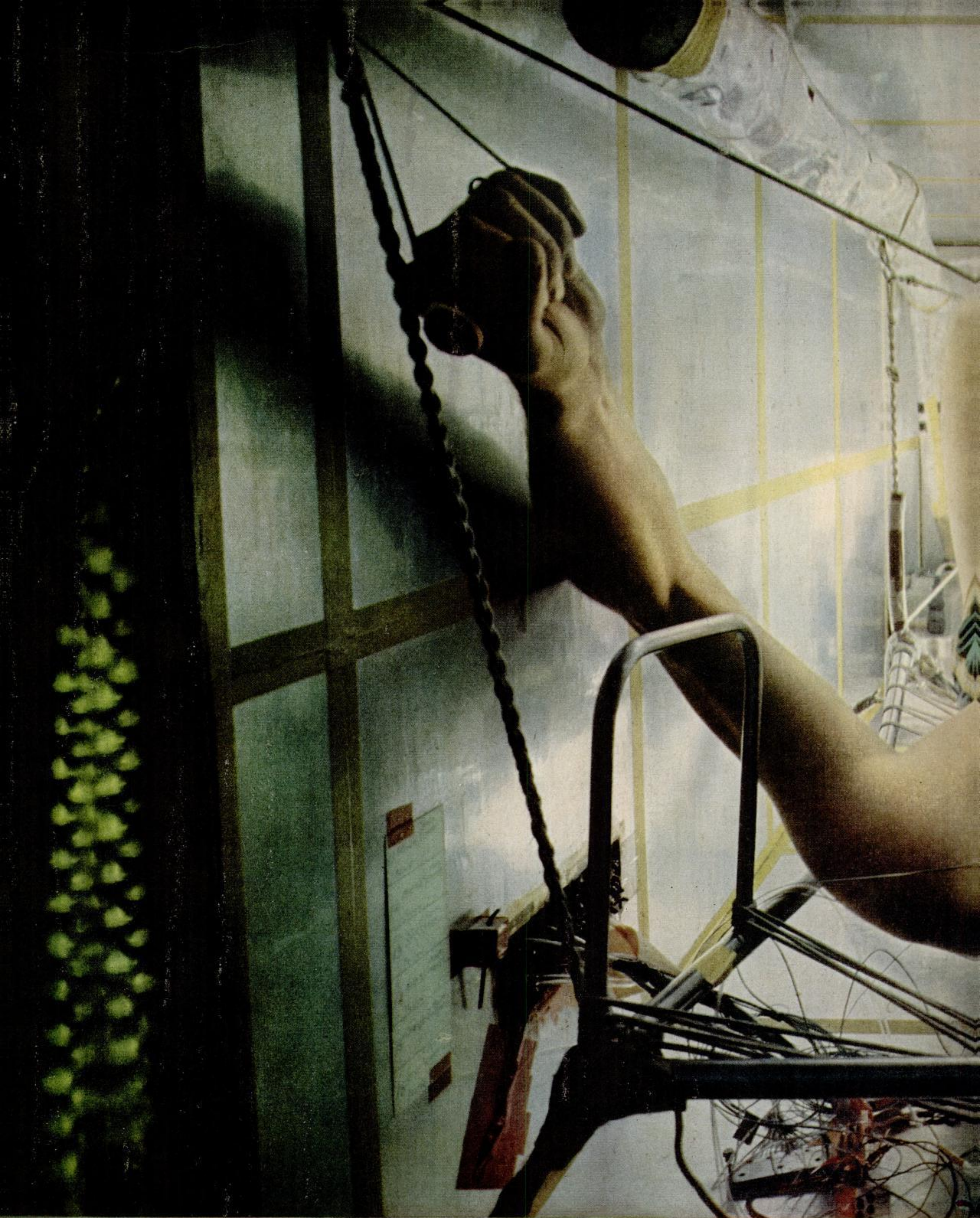


KEPT ALIVE BY ALGAE, a monkey in a capsule at Electric Boat Company laboratory breathes oxygen produced by algae in the tank at upper left. The algae

in turn are kept alive by carbon dioxide breathed out by the monkey and on artificial sunlight in the tank at lower left through which they are circulated.

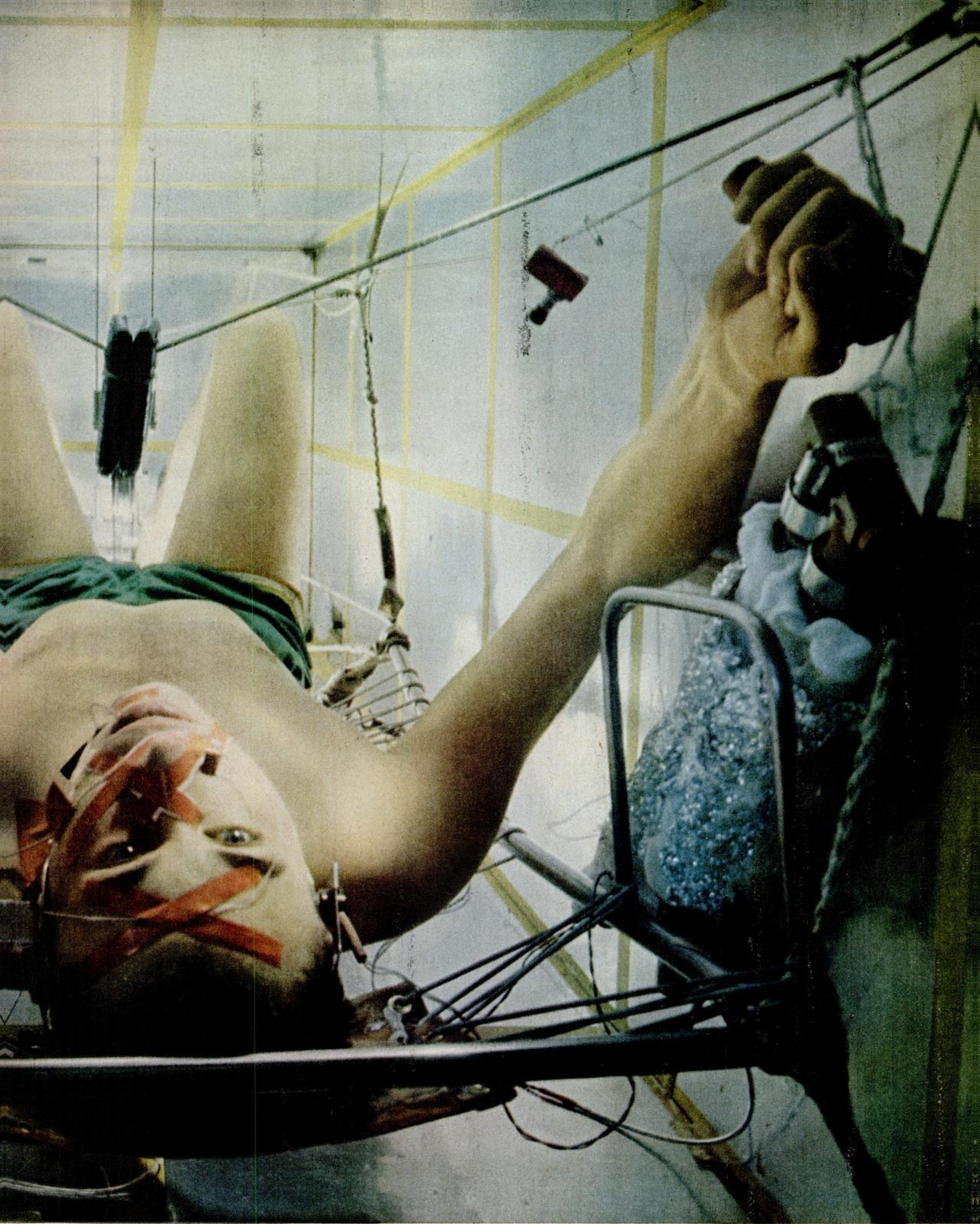
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HARD WORK IN EXTREME HEAT, a necessity which may occasionally face spacemen, is the task of wired-up volunteer at the Naval Medical Research

Institute, Bethesda, Md. He lies on a rope hammock working pulleys with hands while pedaling a bicyclelike contraption. As temperature in chamber goes up to



114° F., 6,000 thermoelectric junctions around walls record total heat loss from his body. Red tape on face holds down wiring for tiny thermocouples inserted in

ears, esophagus, and—via the sinus—near the hypothalamus, the brain's heat-control center. At right, in insulation, are hoses that bring air into chamber.

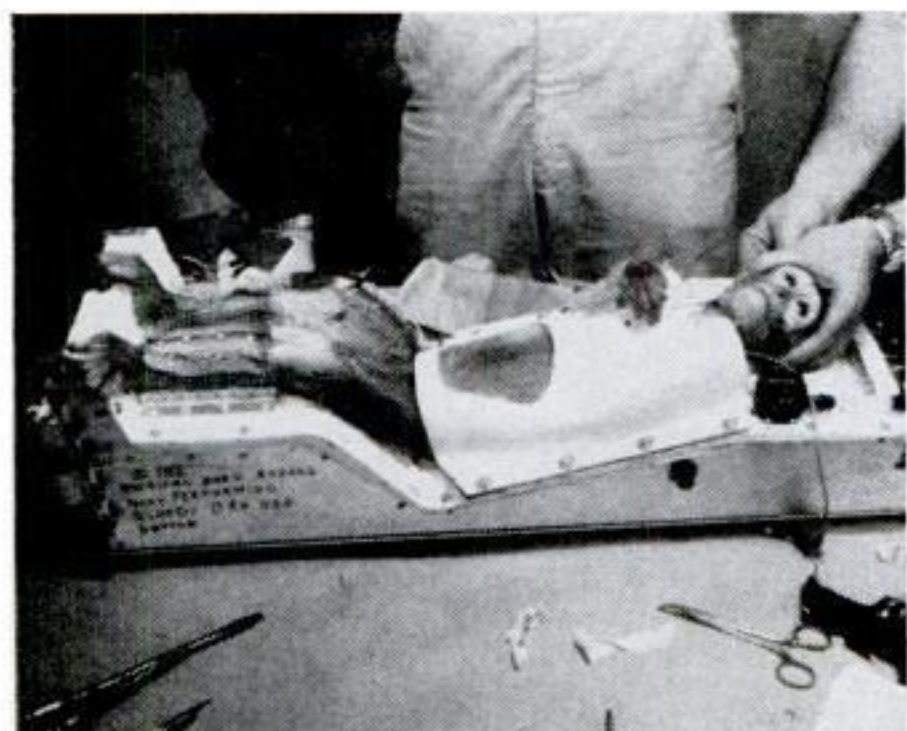
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SHIELD AGAINST SPACE RAYS that take the form of high-intensity light is worn by a researcher at National Cash Register Company. It contains millions

of tiny chemical capsules which admit ordinary light (*right*) but absorb eye-damaging rays in ultraviolet beam (*left*), letting through only harmless light rays.



IN CONTOUR BED Able is inspected on deck of tug *Kiowa* just after her removal from nose cone.

GOGGLES, HIGH Gs FOR ASTRONAUTS

Space monkey Able (*above*) took her historic ride in a contour bed. Hers and similar animal experiments have proved that supports shaped to the body's contours give the best protection against the enormous G (for gravitational) forces a rocket passenger must withstand on take-off and re-entry. Hence men being trained for space flight will get individually tailored contour seats like the one at right.

Animal experiments are the necessary forerunners of human space travel. For example, the fact that Able and Baker could stand 38 Gs was good news for human astronauts who, when they go on rocket rides of their own, will be expected to take no more than 15 Gs.

Man's progress into space depends on complex researches, going on simultaneously at several levels. There are on-the-ground tests, rocket launchings and satellite orbitings—first with instruments, then with animals, finally with men. On all these levels hundreds of experiments are now in progress or being planned. Among those scheduled:

In 1959: Manned flights of the X-15, a controlled craft that rockets out of and glides back into the atmosphere. More rocket rides for monkeys in Thor-Able missiles and chimpanzees in Little Joes. Mice orbiting in Discoverer satellites.

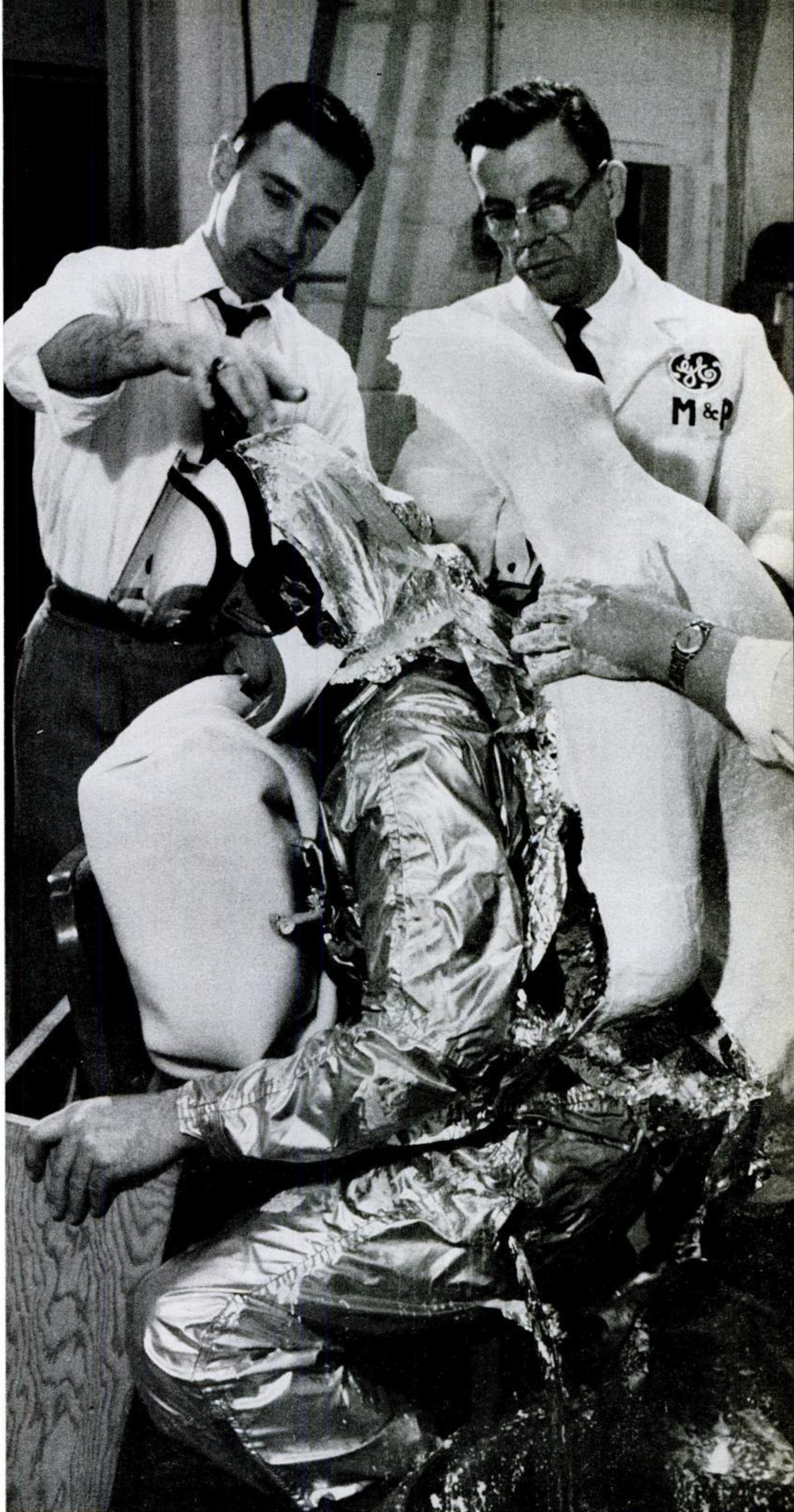
In 1960: U.S. man-in-space Project Mercury becomes airborne—astronauts riding Redstone rockets, capsules placed in orbit with instruments only, then carrying chimpanzees.

By 1961: A Mercury astronaut in orbit. Unmanned lunar and interplanetary space probes.

Beyond Mercury, plans are under way for a two-man capsule, space platforms, a manned lunar probe within 10 years, and lunar colonies whose specifications are being drawn. The ultimate goal, manned interplanetary flights, will require nuclear propulsion.

To prepare them for known space hazards, men must undergo a wide variety of tests under simulated space-flight conditions. Experimental eye shields like the one at left, for example, can soften the effects of the literally blinding light outside the atmosphere.

But such direct aids to space travel will be of little help to man until he knows much more about the effect of space's cosmic radiation on living cells and organisms. This was the main purpose of the other experiments (*next page*) contained in nose cone with Able and Baker.



TO MAKE CONTOUR SEAT, a plaster-cloth is spread over General Electric subject whose space

suit has been coated with aluminum foil. From plaster cast a seat is molded which fits shape of his body.



MOLD SPORES are placed in 155 Petri dishes by Dr. A. Gib DeBusk at Florida State University. The

dishes contain chemicals in which the spores cannot grow unless mutated by radiation out in space.

OTHER LIFE INSIDE THE NOSE CONE

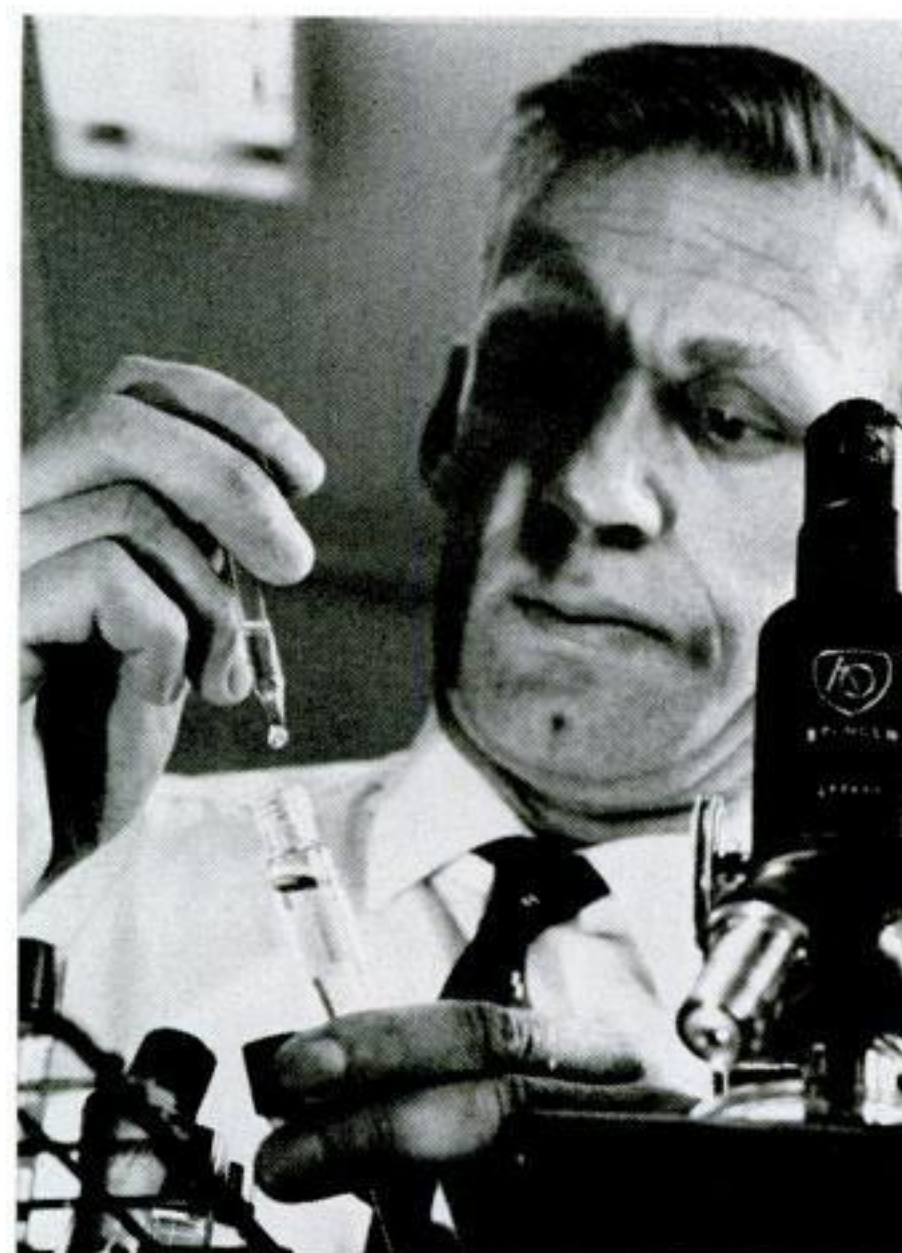
When the Jupiter nose cone at right was recovered, it showed the ravages of the 5,000°F. heat it encountered on re-entry. But its rapidly peeling surface layers absorbed the heat, keeping the cargo inside cool and intact. Along with Able and Baker it contained a number of biological specimens (LIFE, June 8) assembled under the supervision of Dr. Richard S. Young of the Army Ballistic Missile Agency.

Last week scientists at Florida State University, Fort Knox, Ky. and Brookhaven National Laboratory, N.Y. were busy analyzing the data.

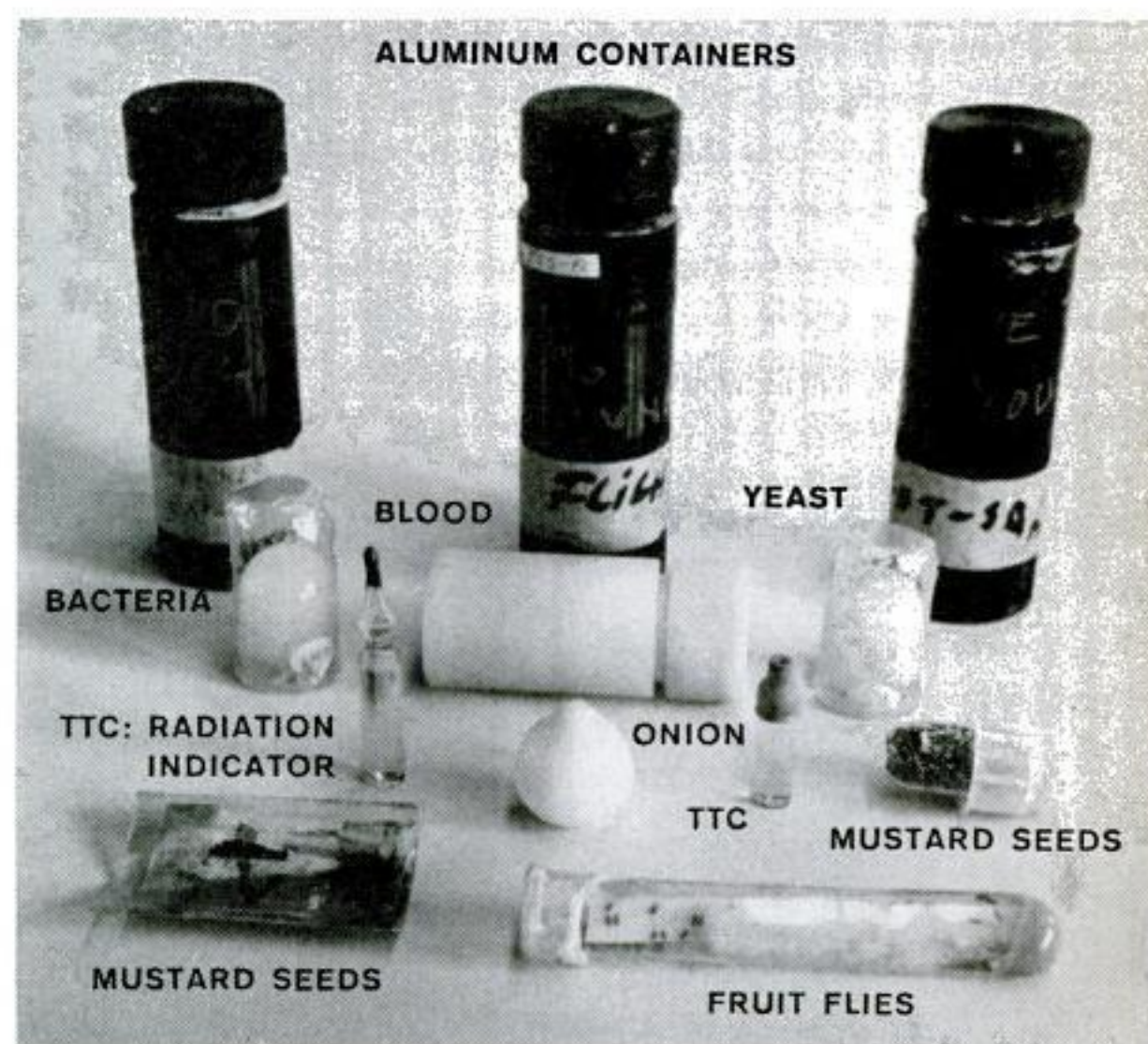
Most of the results would not be known for some time. The corn and the mold spores, for example, would have to start growing—and the fruit flies begin hatching—before anyone could tell if cosmic rays had caused mutations.

Some early results were already in, however. The human blood sent aloft came back with ruptured cells, unfit for human transfusion. And the attempt to fertilize sea urchin eggs under weightless conditions had failed. But Dr. Young believes both problems can be solved by better techniques and improved packaging.





SEA URCHIN EGGS in dropper are placed on dish by Dr. Charles Metz to inspect under microscope.



ARRAY OF EXPERIMENTS was placed in nose cone by Army Medical Research Lab of Fort Knox.



IRRADIATED CORN is examined by Dr. Howard Curtis, who will plant it, then watch for mutations.

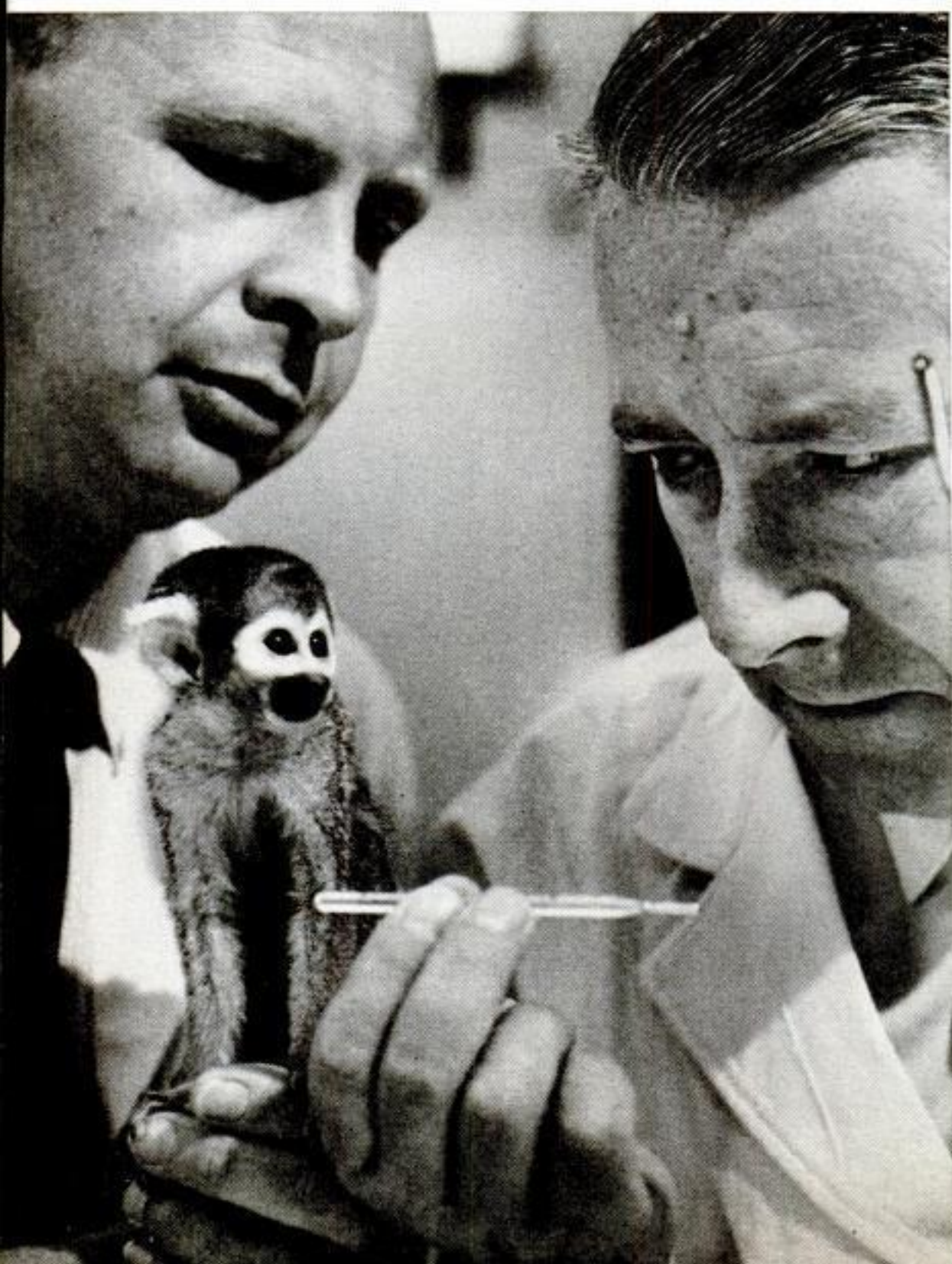


BARELY DEPRESSING SCALES, BAKER GIVES HEAD A GOOD SCRATCHING TO THE DELIGHT OF DR. DIETRICH E. BEISCHER, WHO HEADS TEAM IN CHARGE OF HER

BAKER'S HAPPY AND USEFUL LIFE AMONG HER TINY PALS

Squirrel monkey Baker is happily ensconced in the Naval School of Aviation Medicine's air-conditioned monkey quarters at Pensacola. Two of her electrodes were easily removed—without anesthetic. Baker came home to Pensacola almost an ounce underweight, enough to worry about for an 11-ounce monkey. But she gained it back on a daily diet of one fruit slice, half a cup of milk, two monkey biscuits and two peanuts. The

highlights of her routine are temperature checks and weighings by the Navy's space biology expert Dietrich Beischer and other scientists, who do not call her Baker at all but "TLC," for Tender Loving Care. All this leaves the little monkey plenty of time for what she likes best—chattering furiously with the other squirrel monkeys. As for her future, says Dr. Beischer, "When TLC is about a year older, we hope she raises a family."



← BAKER'S TEMPERATURE is taken once a day by Dr. Beischer, here aided by Dr. Don Stullken.



AT HOME AGAIN, Baker (foreground) holds a popeyed reunion with cage mates Sugar and Spice.

BIG-EARED BAKER IS ONLY LIVING SURVIVOR OF A BALLISTIC MISSILE FLIGHT →





STARTING SKID at two days of legislative hearings, Long shows up for Tuesday meeting in dark suit. Governor was already worn out because, as he

explained, "I danced and jigged and cut up at that mansion party," a jazz and pink champagne blow-out that he staged at official residence night before.

A PORTRAIT



SPITTING on the floor, Governor Long waits for his chance to speak at Louisiana House committee hearing Tuesday on election laws that he wanted.

A governor goes from

Dizzied by the mad whirl of Louisiana politics, where it is sometimes hard to tell the sane from the certifiable, Governor Earl K. Long croaked at a foe in the state capitol, "You better go to a psychiatrist and me go with you. Let's get some treatment." Four days later, that was exactly what Earl Long was doing. He was confined to a psychiatric unit in a Galveston, Texas hospital, and his flamboyant career seemed as disintegrated as his rantings.

Long's sensational exit recalled the more violent end of his brother, U.S. Senator Huey P. Long, who was assassinated in the same state capitol in 1935 (*next pages*). But while Huey's fall came with surprising suddenness,



INSULTED, representative Frank Fulco stands up to protest after Long yelled at him, "You got a little Dago in ya." This was in Wednesday session.



CONCILIATORY, Wellborn Jack tells Long, "Let me have the floor for 4½ minutes. You've talked two hours. If you have a good bill, we'll support it."

OF EARL LONG AT PEAK OF CRACK-UP



SWIGGING from Coke bottle, Long takes a brief break. He told story of uncle who got drunk, tried to attack colored woman, was killed by her husband.



SHOUTING, Long calls a foe "the biggest thief in Louisiana." He assailed others who associate with Negroes at night and "kick them in the daytime."



SLASHING the air, Long frequently cursed. He apologized to gallery, said, "Let's me and you swear we won't use any profanity as long as possible."

harangue to hospital

troubles had been piling up for three-time governor "Ol' Earl." The U.S. had been scanning his income tax returns. He was under fire for building himself a lavish new house. Worst of all, the political tide was turning against him.

To keep Long from winning another term as governor next year, Louisiana politicians were removing Negroes, many of whom are pro-Long because of "Ol' Earl's" welfare schemes, from the registration rolls. Though hardly an integrationist, Long tried to get the Negroes' names put back. When the legislators rebuffed him, he lit into them with the wild remarks quoted under these pictures. It was a clear sign of the crack-up that his wife describes on page 36.



INSULTING, Long jeers at Fulco (*opposite*) for his Italian blood, then apologizes, "You're all right. You got as nice a little ol' wife as God ever let live."



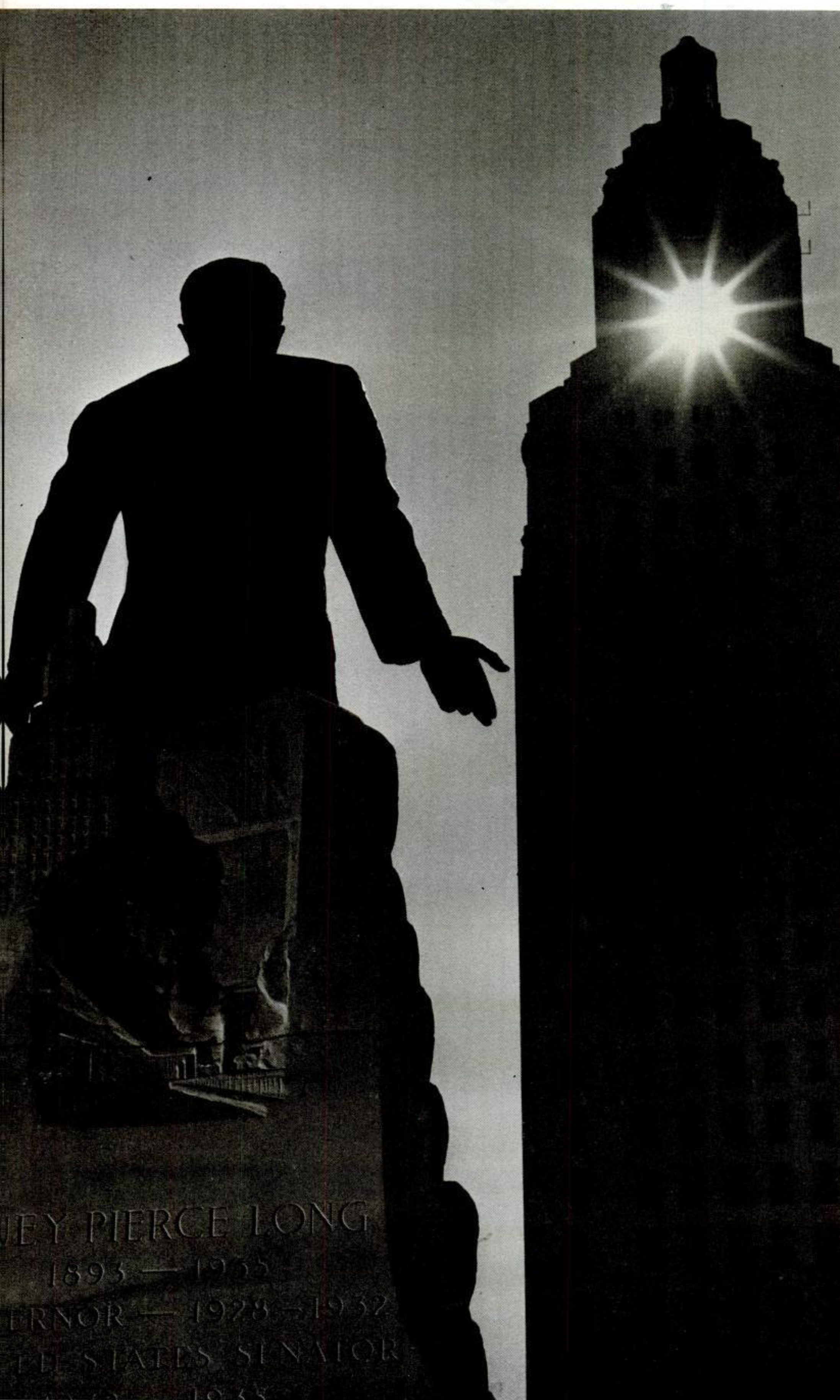
NONSENSICAL, Long mimics colleague of Jack (*opposite*), claims he says, "I can't go for a biscuit. I can go for a large glass. I'm for the ginheads."



STILL CARRYING ON, Long, in a light suit during the Wednesday session, rambled on about the hostility that the Louisiana newspapers showed to him

and declared, "The only chance that I can get before the people is with this big mouth of mine. If it ever closes up, God help ol' Earl. God help him."

PANOPLY, PERSONALITIES AND PROGRESS OF A DYNASTY

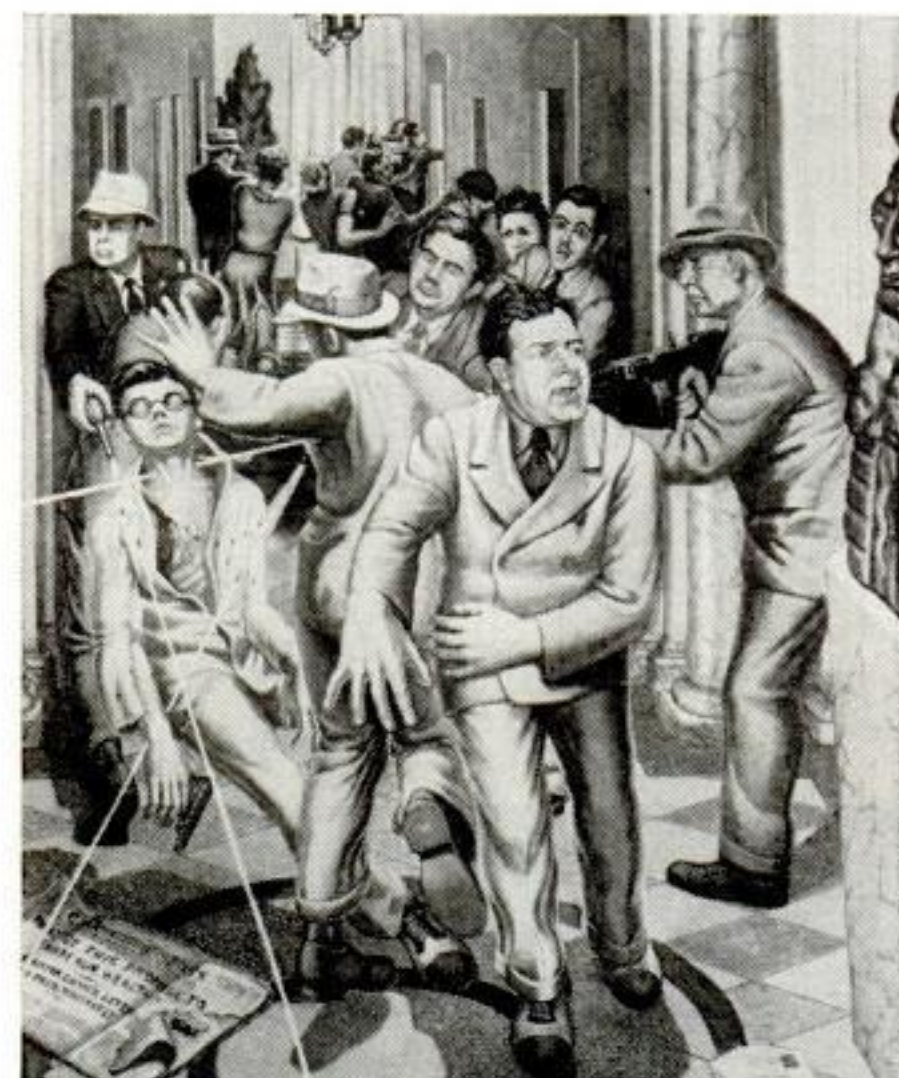


HUEY LONG'S MONUMENTS are the 34-story, \$5-million state capitol that he built in Baton Rouge in 1931 while he was governor and a statue set atop

his grave in 1940 by Long-run legislature. An anti-Long governor later turned off capitol searchlight that plays on statue. Earl Long put it on again.



YOUNG HUEY, at 17 in 1911, had left family farm to become traveling salesman. In 1914 he went to Tulane University law school and later into politics.



HUEY'S ASSASSINATION in 1935 was portrayed in LIFE painting. Assassin was Dr. Carl Weiss Jr., whose father-in-law Long was depriving of judgeship.



ANTI-LONG LONG, 30-year-old Speedy is distant cousin of Earl's, ran as independent against Earl's candidate for Louisiana state senate and won out.

NOW FACING A BATTLE FOR SURVIVAL



GOVERNOR HUEY signs bill in bed in executive mansion in 1931. He became governor in 1928 by telling voters he would make "every man a king."



"THE KINGFISH," as he dubbed himself, Huey leads Louisiana State's band at 1934 football game with Mississippi. Huey also acted as a cheerleader.



SENATOR HUEY, who went to Washington in 1932, flails the air as he lectures on his "share the wealth" program for giving property of rich to poor.



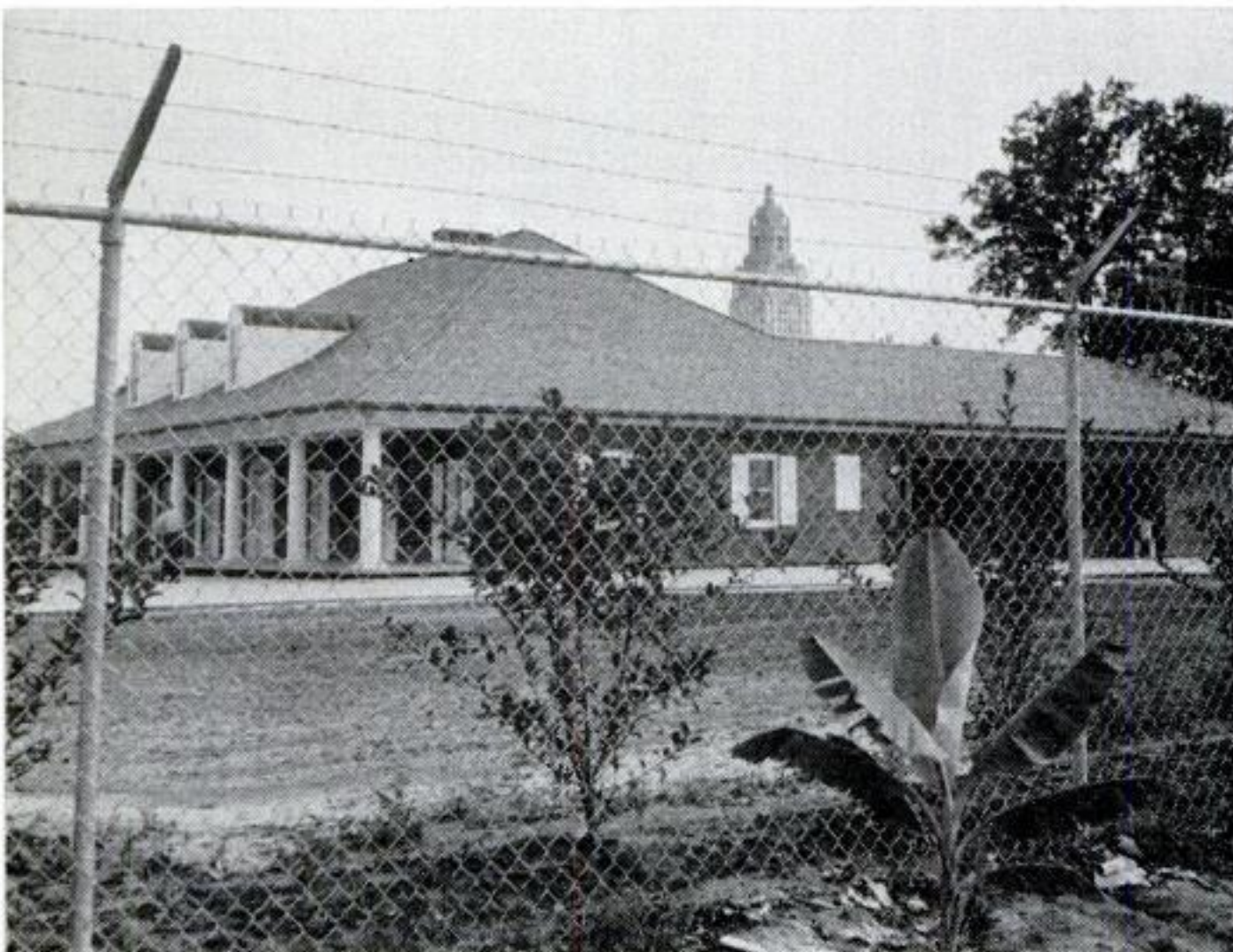
GOVERNOR EARL in 1939 copies Huey's speaking style. He moved up from lieutenant governor when governor resigned, lost 1940 try for full term.



PLUM FOR RUSSELL, Huey's son, came in 1948 when Earl, now governor, made him his counsel. That year Russell, 30, won unexpired Senate term.



POLITICAL TRIO in 1956 included Russell, re-elected senator in 1950, Earl starting third term as governor and his late congressman brother George.



A SOURCE OF TROUBLE for Earl as his power waned was the new \$60,000 home that he built but then feared its ostentation would offend voters. During his breakdown in the legislature he announced, "I live on millionaires' row."



STRUGGLING WITH TROUBLE, Russell Long stands with Louisiana legislators after rushing to Baton Rouge to try to hold the dynasty's fortunes together. He may run for the governorship this year if Earl fails to recover his health.

HIS WIFE'S STORY OF THE COMMITMENT

'I KNEW THIS WAS COMING JUST AS PLAIN AS DAY,' SHE SAYS SADLY



MRS. LONG HOLDS HYMNAL AS SHE SITS ALONE IN GOVERNOR'S MANSION

by **BLANCHE LONG**

I KNEW this was coming eight months ago, it was just as plain as day. Suddenly Earl started talking about running for a fourth term as governor and it got so that that was all he would talk about. He stopped eating and even though he had given up smoking years ago because of a thrombosis condition, he started to smoke cigars again. He started to drive himself unmercifully. After a long hard day at the capitol he would come home and go to bed. But he couldn't sleep. After an hour or two of tossing and turning he would get up and walk around the bedroom or perhaps sit up in a chair with a light on.

I was so sick with worry over him that I called the family together and warned them that we would have to do something or Earl would drive himself to the grave. Prior to that time Earl had tried to avoid speaking engagements and such but now he was driving or flying to every town in the state that sent him an invitation. We pleaded with him to rest and take things easy but he just wouldn't listen.

He started to become obsessed with that fourth term and little things started to worry him. Last August we started to build a new house, the

first one we had ever built on our own. He was all for it at first, but then he started to worry that the people would resent his living in such a grand manner. He said that the people liked him because he was one of them and that he had always campaigned out of that little shack of his in Winnfield. He was called on for several conferences with the internal revenue people and that worried him too. Every little thing began to build up on his mind until it was obvious that he was getting sicker every day. He even admitted to me that he was a sick man and needed to get away to a hospital for a long rest, but he always had something more important to do.

It got so that I would have to cry myself to sleep at night or hope that sedatives would help me get some rest. I've never taken so many tranquilizers in my life.

About six weeks ago I noticed that his condition was getting much worse. He began to abuse his closest friends. He was irritable all the time and his temper kept getting shorter and shorter. His friends knew he was not a well man and they began to avoid him. Hundreds came to me and told me what I already knew: that he needed medical attention.

He started doing things he had never done before. He made the troopers who drive his car travel at 100 mph where before he had always made them stay down to 55. Everywhere he went he made them run the police siren full blast where before he had forbidden them to use it. I remember some years ago we were in a terrible traffic jam after a football game and he wouldn't let us use that siren because he didn't think it was proper.

It finally had come to the point where he wasn't walking anymore. He was just shuffling around where he used to walk proudly. He knew he had to get medical attention, but he insisted he had to stay for this last session of the legislature. I'd watch him go out in the morning and then sit around the mansion waiting for the telephone to ring. Any day I expected them to call me to tell me he had dropped dead in the street.

I was sitting with some friends last Tuesday listening to the radio broadcast of the legislature session when I heard him start in. I knew then that the end had come. My heart went out to him and I was so sick I wanted to cry. I wanted to go over there and get him, but I couldn't force myself to do it because I knew my heart would break if I saw him carrying on like that. His appearance on Wednesday only confirmed what we knew. Then we found out that he had scheduled a speaking campaign through the state for that weekend. We all realized that he would never live through it if we let him go.

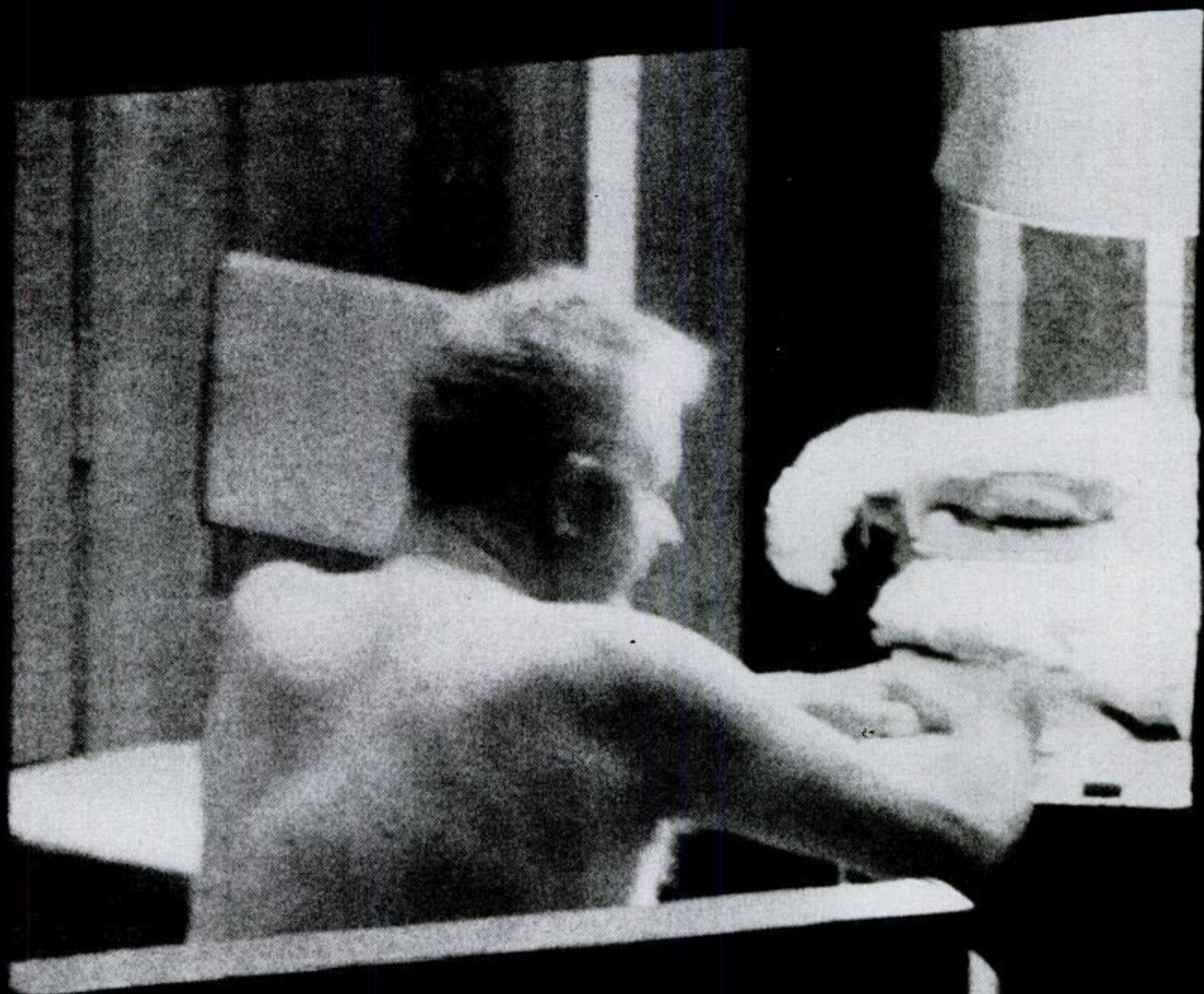
On Thursday night I called a meeting of the family and six doctors. We met in the east room of the mansion while Earl was confined to his bedroom. At 10 o'clock the family and doctors went into the room and told Earl that they would not let him take the trip. He got very belligerent and said he was going anyway. We talked about it all that night and none of us got to bed before 6 o'clock Friday morning.

But we had reached a decision. We would send him to Galveston. Dr. Robert Bernhard spent Friday making all the necessary arrangements and on Saturday morning at 9 they took him out of the mansion and put him in a station wagon. He resisted them all the way. I didn't go with them to the airport because he was pretty violent to me and his two sisters. I guess people in that condition always treat their loved ones that way.

I drove over to Galveston and we got there about four hours after he had arrived. I went to his room and he pleaded with me to take him home. As a woman and a wife I wanted to take him back with all my heart but I knew I had to leave him there because I wanted him back in good health first. The decision to send him to Galveston was maddening enough but now they were asking me to sign a restraining order to keep him there. It was terrible. I knew I had to sign it and it was the saddest thing that ever happened in our lives.

They say that when Earl gets out of the hospital he will take his certificate of health and take it out on the campaign trail with him. Then he can say he is the only man in the race who can actually prove he is sane. The people will laugh and be happy again because they know he is the only man in the state who really knows their wants and needs.

And I'll be happy again, too. I will know in my heart of hearts that he is well again. I've lived with this turbulent character for 27 years and I love him very much.



THE WHEAT AND EGG FOLLY

"One step closer to disaster." Solemnly President Eisenhower thus termed Congress' failure to act on means of cutting the wheat surplus. Because of the failure, Secretary Benson had no choice, under existing law, but to proclaim 1960 acreage allotments and marketing controls which will swell the already monstrous surplus.

After this had happened, the House Rules Committee did send to the floor a wheat bill known as "the bill nobody wants." Like one passed by the Senate, it would compound the problem by raising existing price supports, in return for cutting back acreage. As all past experience has shown, farmers, by improved methods, can turn out bigger crops on fewer acres.

Thus the nation had arrived at the dead end of a one-way street of political bankruptcy. The President and Secretary Benson were partly to blame. Both had abdicated the executive responsibility for drawing a clear-cut program to reduce the wheat surplus and begin to get the government out of the whole insane business of paying people to produce unwanted goods.

Instead of acting, they had preferred to bat the ball—and presumably the blame—to the Democratic Congress to field.

Congress, in turn, had thumbed its nose and done nothing. The irony is that even farm-state congressmen are coming around to the view that the present program is madness. But so far few have had the intelligence or imagination to propose radical solutions—such as stopping the subsidies.

Meanwhile the madness itself is starting a new cycle. Partly because of the high price of feed, kept high by the subsidies on grain, egg-raisers are being pushed to the wall, many going bankrupt. To help them Benson, who already is buying surplus eggs in dried form, announced a program of buying up additional eggs to be frozen and dried later when enough supplies have moved to enable processors to handle them. Actually it would be cheaper to the taxpayers if he helped the egg-raisers by simply giving them free feed, out of the mountains of surplus grain, so that they could make a profit even at low prices. But that would at least make a certain amount of sense, and that cannot be allowed—it is even illegal—in this Alice in Wonderland world of surplus and subsidy. Not—as we have said before and will say again—until the common sense of the voter prods him to demanding and getting an end to this whole crazy business.

CHALLENGE FOR THE FREE PRESS

Fidel Castro's hairy new anti-aristocrat regime in Cuba had a silly idea for a new way of raising money. Aimed at promoting "classlessness," it would tax everybody \$1 for getting mentioned in a society column, plus \$1 for every adjective used to describe him. While it was another alarming symptom of the irrationality of Castro's men, it was so silly that even they have now abandoned it.

This blow at press freedom was at least amusing. But there is nothing funny in a far more serious attack at freedom of the press now going on in Turkey, which in other respects is one of the free world's staunchest allies. The press there is not only being harassed, but editors are actually being imprisoned, as the International Press Institute has repeatedly protested.

In the Turkish election of 1950, which overthrew Ismet Inonu's monolithic Republican People's party, most Turkish editors, chafing under Inonu's frequent persecutions, supported the Democrats. But in 1954 Premier Adnan Menderes rammed through a press law as repressive as anything Turkey had yet seen. Under it an editor can be imprisoned for merely reprinting anything critical of the government. Since it was passed, the astounding

total of more than 280 newspapermen have been convicted and imprisoned for terms ranging from 14 days to 16 months.

One of Turkey's most courageous editors, Ahmet Emin Yalman of *Vatan*, a Columbia graduate who was one of the free world's most loyal supporters during World War II, has just been sentenced because his paper criticized the removal of the director of state theaters. In sum, editors are going to jail in Turkey for what would be merely routine, daily comment here.

One thing can be said to explain, if not justify, the press's plight in Turkey. Like many Oriental nations Turkey had no legal tradition or precedents in matters of slander and libel, as distinguished from fair comment and criticism. Its revolution, aimed at overnight westernization, produced a rash of newspapers whose political fulminations, as often as not, were liberally mixed with personal slanders. Aimed at the latter, the severe press law in effect burned down the barn to get rid of the mice.

It is high time Turkey abolished this vicious law and pardoned convicted newsmen, thus putting its moral posture, in the eyes of its friends and allies, on as strong a plane as its sturdy military stance.

IS IT HOT ENOUGH FOR KANT?

The Weather Bureau's new Discomfort Index has run into political trouble even before the official arrival of summer. This index, as you doubtless know, combines temperature and humidity in such a way as to indicate the level at which varying percentages of citizens are likely to feel uncomfortable. At least one New York travel agent has protested that "the psychology of the thing is bad," since a high D.I. might keep shoppers or visitors at home; and at least one radio station has changed the thing's name to "the Comfort Index," a trusting tribute to the power of positive thinking.

But if U.S. thinking were really positive, this silly concern with psychonomenclature and mass averages would never have arisen. The D.I. is a cute new tool, but why should any positive thinker let it govern his personal plans? Every American knows whether it is hot enough for him or not; if he doesn't he just wasn't thinking last time he answered the question. And thought, not statistics, is the key to hot-weather comfort.

In evidence we give you Thomas De Quincey's report on "The Last Days of Immanuel Kant," in which he states flatly that the great philosopher "never perspired, night or day." The fact that Kant's was a "meagre, arid, parched anatomy" is only half the explanation, for he had a horror of sweating and took pains to avoid it altogether. When exercise brought him to the verge, "he had a singular remedy in reserve. Retiring to some shady place, he stood still and motionless—with the air and attitude of a person listening, or in suspense—until his usual aridity was restored."

We urge this thoughtful self-pacing on our fellow caloriphobes. If you can't find "some shady place" in the city streets, try an air-conditioned drugstore or movie. It isn't really any hotter or more humid than in hundreds of previous summers, which our forebears survived without mass prostration. They didn't have D.I.s, but they did have self-control and a touch of philosophy, meaning sense enough not to make things worse than they are.

Cool summer meals need one hot dish. Make it easy! Make it soup!

SOUP 'N SANDWICHES



Boy, but it's good! A sandwich and a bowl of Campbell's Tomato Soup as your delicious "one hot dish." It's a lunch that peps you up when the weather gets you down. Because there's real nourishment in a soup-and-sandwich lunch. Energy, too. And it's quick! Campbell's Soup is ready in just 4 minutes. Thrifty! All 21 of Campbell's Soups cost less than 7¢ a serving. They make it a cinch to keep that healthy, year-round habit . . .

ONCE A DAY...EVERY DAY—SOUP!

HAVE YOU HAD YOUR SOUP TODAY?



15 Nourishing Soup 'n Sandwich Combinations

BEAN WITH BACON SOUP
Roast Beef Sandwich

CHICKEN NOODLE SOUP
Swiss Cheese Sandwich

CLAM CHOWDER
Egg Salad Sandwich

BEEF NOODLE SOUP
Tomato and Lettuce Sandwich

CHICKEN VEGETABLE SOUP
Hot Dog

SCOTCH BROTH
Cream Cheese and Jelly Sandwich

VEGETABLE BEEF SOUP
Cheeseburger

CHICKEN GUMBO SOUP
American Cheese Sandwich

VEGETARIAN VEGETABLE SOUP
Tuna Salad Sandwich

TURKEY NOODLE SOUP
Bologna Sandwich

MINESTRONE SOUP
Minute Steak Sandwich

CHICKEN WITH RICE SOUP
Pimiento Cheese Sandwich

CREAM OF CHICKEN SOUP
Deviled Ham Sandwich

GREEN PEA SOUP
Tomato and Bacon Sandwich

VEGETABLE SOUP
Chicken Salad Sandwich





*Bravissimo!
Fortissimo!*

it's

Pink'issimo!

by Revlon

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Photographed in Venice



It's Father's Day in the FOUR ROSES SOCIETY

(Members, remember your dad)

Now's the time for all good members to think about their own proud poppas.

Father's Day is just around the corner—and, fortunately, so is the store that sells full-strength, smooth-tasting, man-pleasing Four Roses. It's

the perfectly blended whiskey, and Four Roses was the favorite when you were just a pup.

Rise to the occasion, men—and give Dad the flavor that founded a Society! One taste and he'll become a lifetime member of the FRS.

FOUR ROSES — Same great quality...new popular price!



No other full-strength whiskey is so smooth. 86 proof.

A LOOK AT THE WORLD'S WEEK



AN AUSTERE REFORMER RECEIVES GENEVA'S HOMAGE

In Geneva the massive stone image of the stony Reformation leader, John Calvin (*foreground*), looked down on rain-dampened crowds that had come to commemorate two dates of his life: the 450th anniversary of his birthday and the 400th anniversary of the University of Geneva, which he

founded. The service centered beneath the huge Reformation Wall monument. In sculpture with Calvin are Theodore Beza, who succeeded the great theocrat as head of Geneva's Reformed Church, and John Knox (*far left*), Calvin's follower who established the Protestant church in Scotland.



WHEAT BELT STACKED HIGH WITH HAIL

Knee-deep in June ice a sightseer at Selden, Kan. walked warily down a highway piled high with the results of a freak storm. For two hours hail had pelted the small grain center, leaving

an 18-inch cover of ice on the ground, collapsing roofs, destroying crops and chasing people from homes. Although sun came out, the out-of-season ice clung to the town for a few days.



CONDUCTOR DELIGHTED

"You have played like an angel," exclaimed eminent Belgian conductor Franz-André to 17-year-old violinist Jaime Laredo of Bolivia. Laredo had given a prize-winning performance of Darius Milhaud's



Ed Mathews
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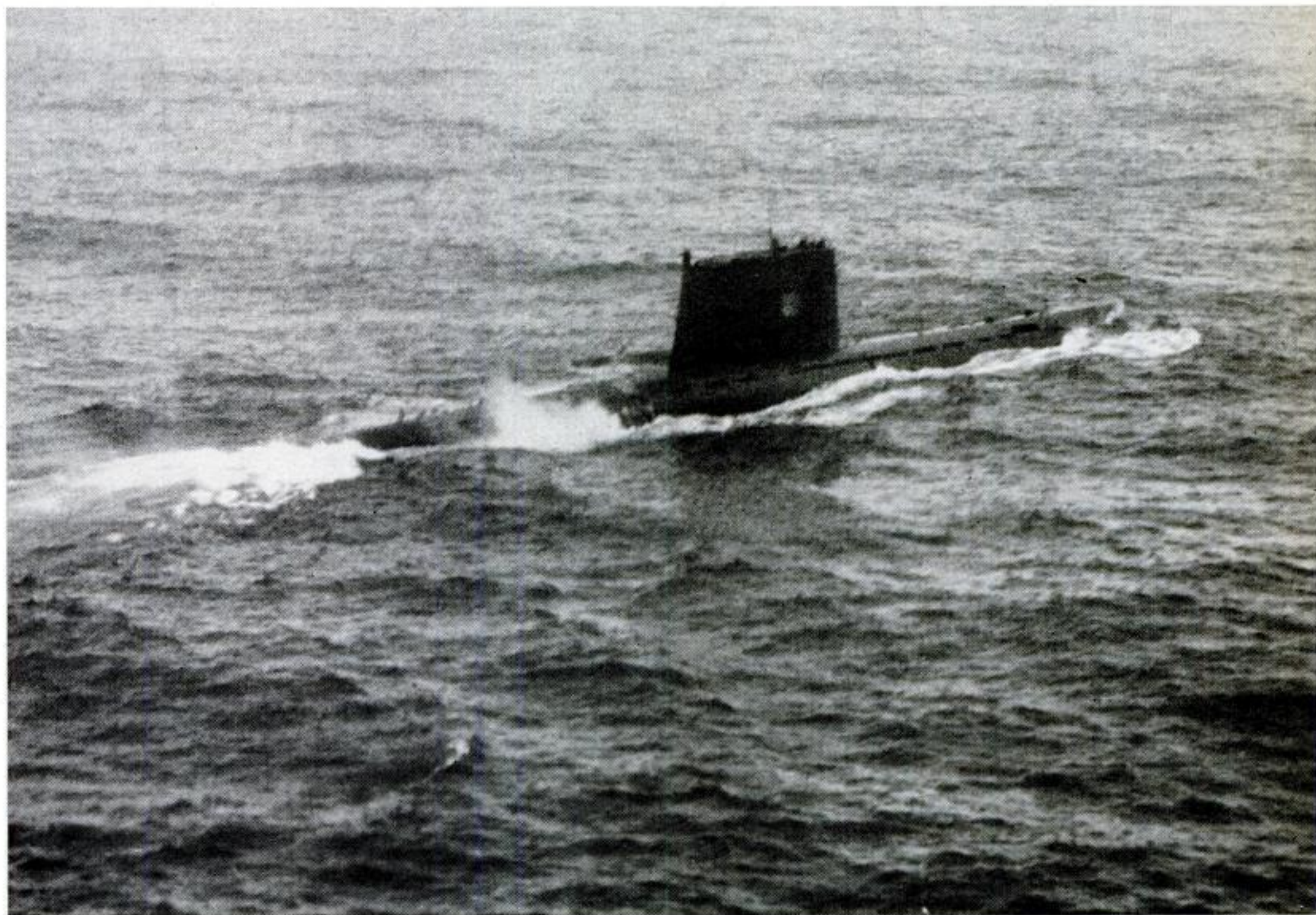


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BY FEATS OF LAREDO

Concert Royal in the Queen Elisabeth of Belgium International Music Competition in Brussels. Jaime, trained at Philadelphia's Curtis Institute of Music, outplayed the world's best young violinists.



RUSSIAN SUB SIGHTED AND SHOT BY CAMERA

In the mid-North Atlantic a Russian long-range Z-class submarine, tracked for hours by the U.S. sub *Grenadier*, surfaced long enough to be revealingly photographed by a Navy patrol

bomber. The picture gave the Navy these vital facts about the nonnuclear sub: it is larger than had been thought and its characteristics indicate that it can fire ballistic missiles.

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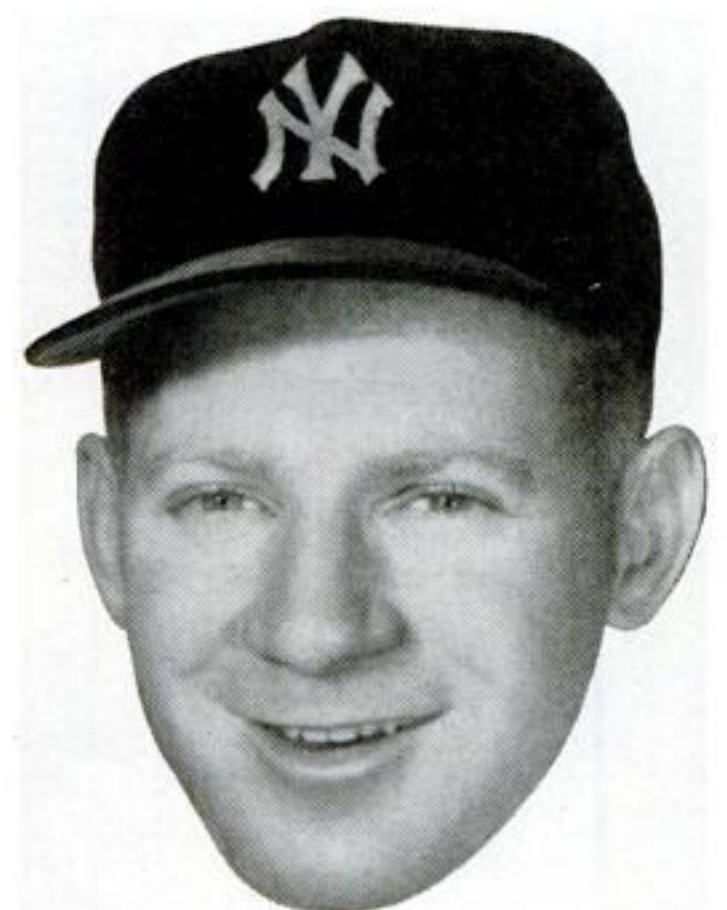


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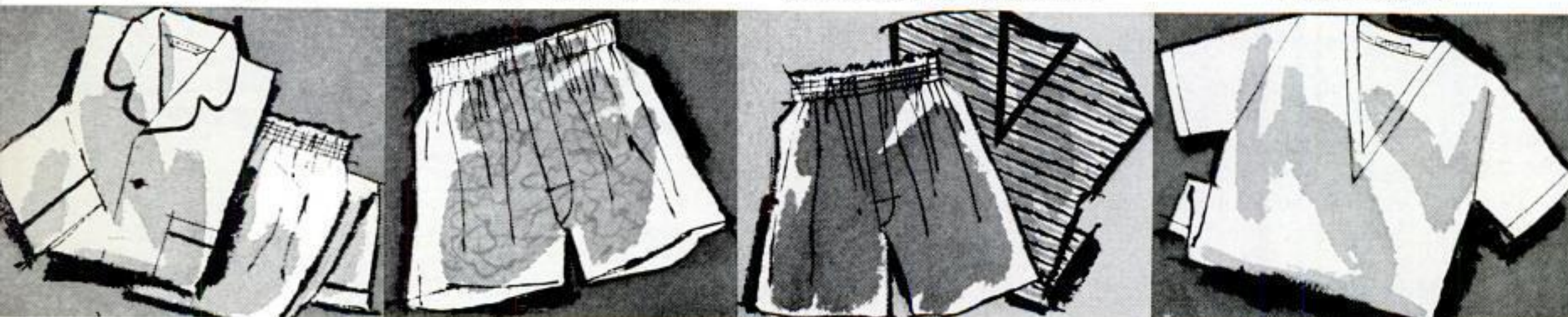
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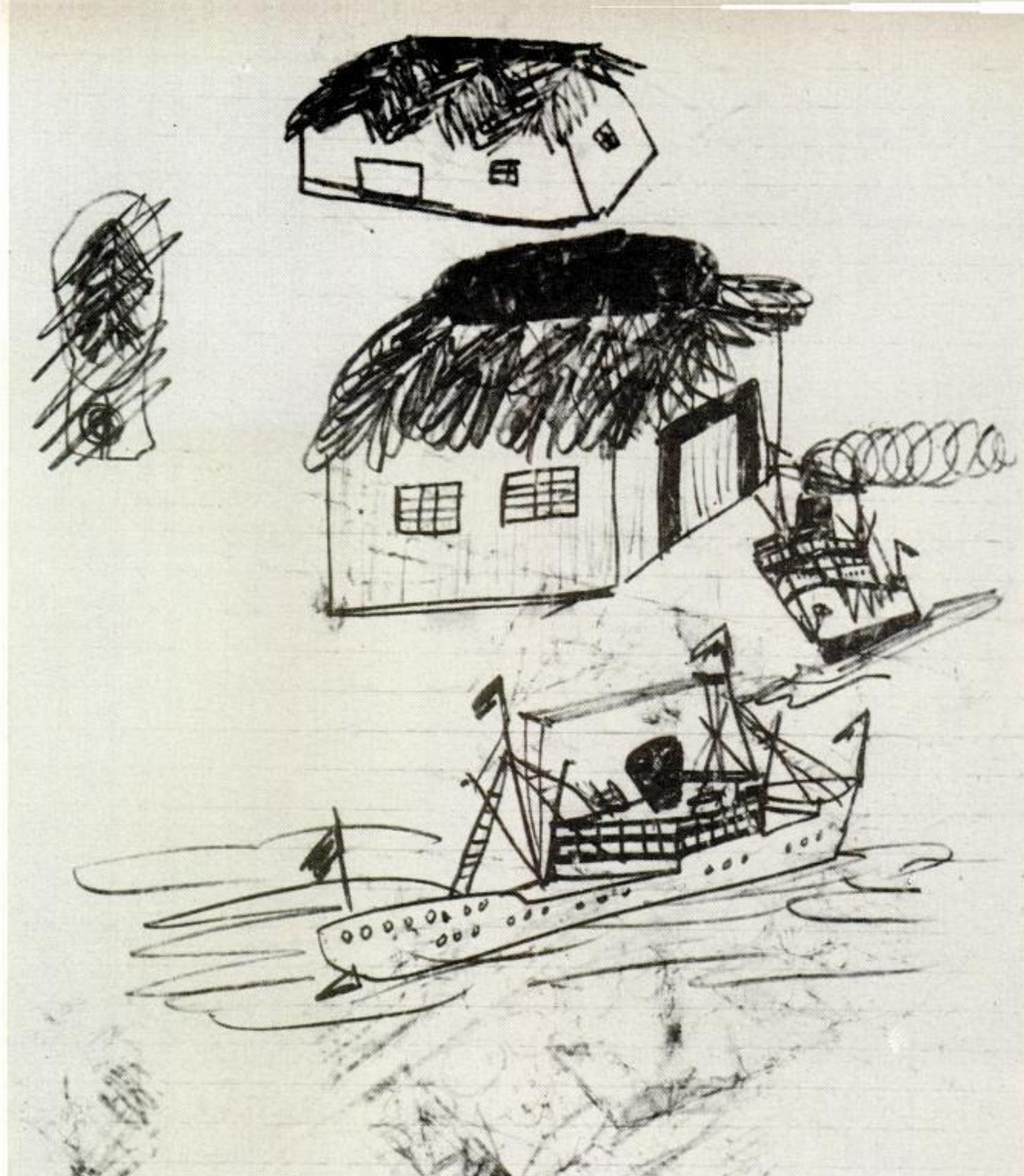


DOODLED NOTE DURING DEBATE



A doodled drawing (right) by Cuban diplomat Raul Roa (left) provides an intriguing footnote to the newest Latin American revolution. When armed Nicaraguan exiles landed in Nicaragua May 31 to challenge the dictatorship of the two Somoza brothers, Army Boss Anastasio Somoza's men drove most of the 80 rebels into the hills. Then President Luis Somoza demanded help from the Organization of American States because, he said, Nicaragua was being invaded by foreign

forces. At the O.A.S. meeting Nicaragua claimed that three yachts full of rebels were steaming down on the country from Cuba. The O.A.S. council, by a 17 to 2 vote, agreed at least to study the question. Cuba's representative Roa voted against the study and declared the rebellion "purely an internal problem." During the debate, however, he kept doodling yachts and thatched huts on a piece of paper. Whether this was significant or not, nobody knew. But one thing was sure—if there are any Cuban yachts, this was the first sight anybody had been able to get of them.



DIPLOMATIC DOODLES by Cuba's Roa show two yachts and some thatched huts. Thatch is

used as roofing in both Cuba and Nicaragua. One yacht is heading for huts, other is heading away.



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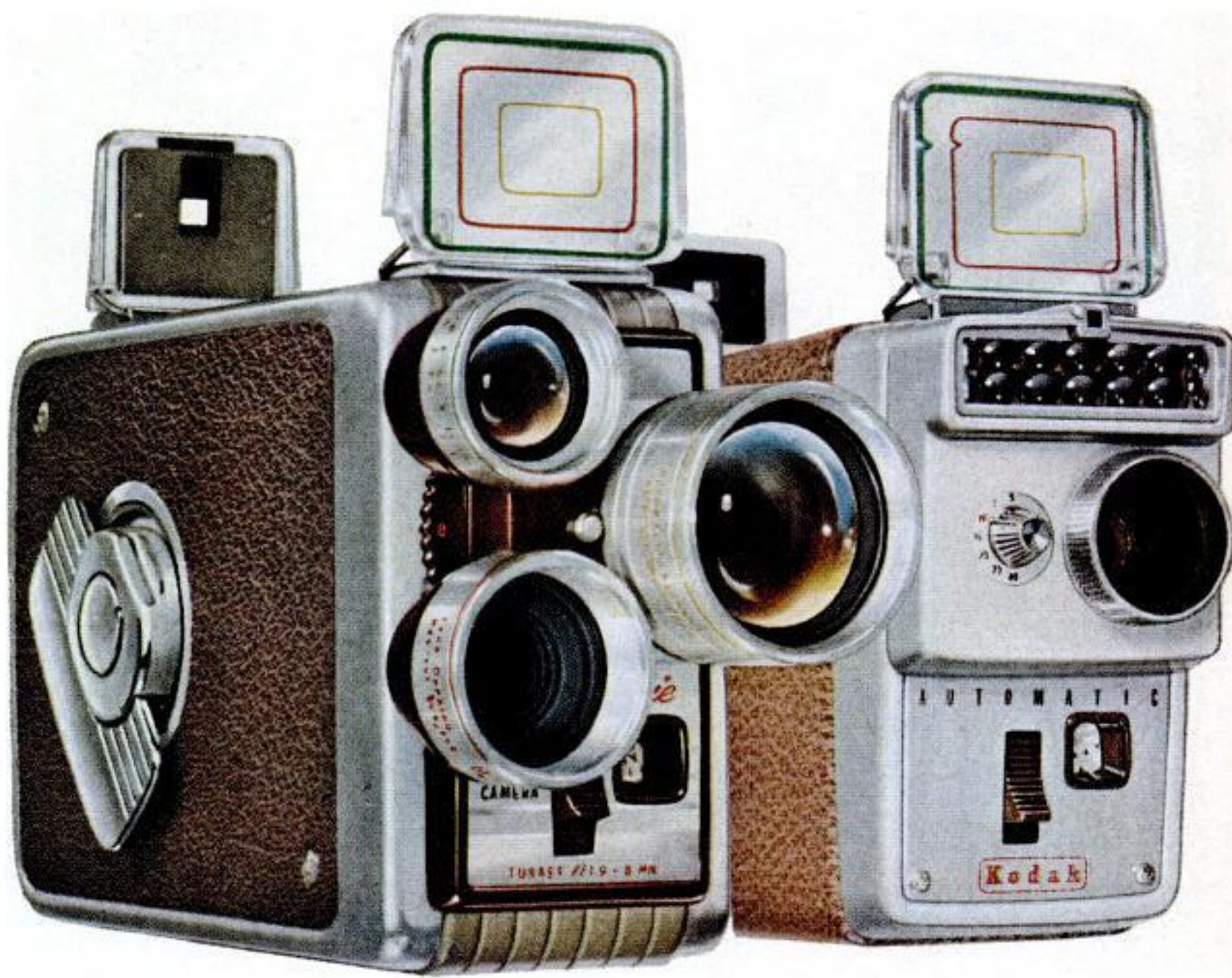
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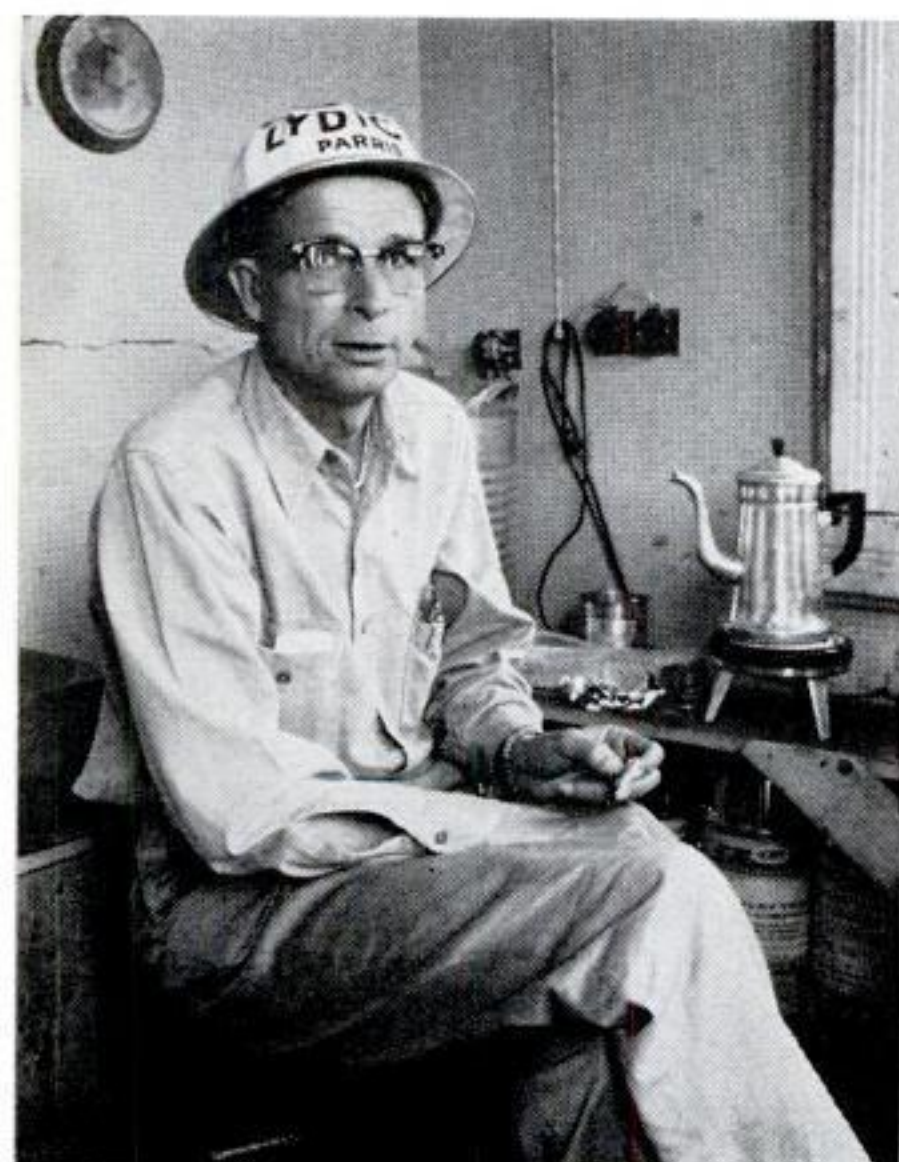
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ATOP AMERICAN DOME IN MOSCOW, WORKERS PUT FINISHING TOUCHES ON ALUMINUM PLATES AND TUBES USED IN CONSTRUCTION. BEHIND IS SOKOLNIKI PARK

A TEXAN BOSSES RUSSIANS

American on Moscow job finds out what it is like working with local labor



TEXAN IN MOSCOW, project engineer Jack Parris sits in construction shack and takes a coffee break.

In Moscow, work is being pushed on a U.S. exhibition which will give Russians their first good look at U.S. homes and products used in them. Its loftiest building, a dome (above),

is being put up by Soviet laborers working under Jack Parris, a Fort Worth engineer. Below Parris tells what it is like to be teamed with Russians on a tough construction job.

by JACK PARRIS

I GOT 48 men here working for me at one time. All Soviet. The differences between our two countries is not my line of business but I like working with them. It's O.K. once they understand what you want. I've picked up some words—like "viro" which they shout when they're raising something with block and tackle, and "mino," for lowering something. And I say "molotok" and they bring me a little hammer and then I try with signs to get a big one. Ninety-five percent of the job is getting across to them what you want.

Every crew has got what they call a brigadier. Well, now, one crew member he won't take orders from another crew's brigadier. They only take orders from their own. And I can't tell one brigadier to go tell another brigadier to have some of his men do so and so. That's their way of doing things, just like we have

ways back in the States. I been on plenty of jobs back home where if you don't go according to the rules the union or somebody'll throw the book at you.

Basically these men are friendly. I can't say a thing against them. They're just as human as we are. And pretty straight. One day it was their St. Nicholas Day. So we told them everybody named Nicholas could get off work an hour early and draw a hundred rubles extra pay. It sure was amazing how many Nicholases there turned out to be. But I'll be darned if next pay day they didn't all come round wanting to pay the money back. They just couldn't understand it was a bonus—not a loan.

One day we were supposed to get a big crane to take down a work tower from inside the dome. Well there was red tape and a foul up and we had no crane. So I said to the boys,

TEXAN BOSSES RUSSIANS CONTINUED

"We'll do it some way, whether we have a crane or not. Let's go in there and show 'em we don't have to have a damn crane just to take this tower down." And we did it all by hand. We had to manhandle big heavy winches on big steel plates that were part of the tower and weighed over 2,000 pounds into big boxes and then we had to move the boxes out from under the dome to clear it. We set up ropes and lined the men up on those ropes and pulled. It looked like we were building the pyramids.

There were cranes setting around there every place but they weren't assigned to us. So one of our boys shouted at the cranes, calling them "capitalists." There we were handling iron weighing two, three thousand pounds and this boy called those cranes "capitalists." The rest just laughed their fool heads off. They knew some Russian bureaucrat had fouled up and we didn't have a crane. But they thought it was funny. So they bowed their necks and shouted out that word they have for pulling all together—I hear it so much I know what it means but I can't pronounce it. Somebody hollers, they all take it up and brother, here they go. They really give with it. We got the stuff out and did the job.

Now you take my Russian opposite number here on the project—Victor Abramov, the en-

gineer chief of the Soviet construction administration. He and I get into some knock-down dragouts of course but we pretty well understand each other just the same. Steel and structural work over here is a bit backward. And any construction person, when he gets behind the eight ball here or anywhere, is going to hunt for an out. Well, I wouldn't say Abramov is always hunting for an out. But he's sure good at dodging the question. You ask him just like that, "Well, how do you like Moscow?" And he says, "Maybe it'll rain tomorrow," or something like that. I guess it's the custom here. If you don't know the answer or don't want to say, you start talking about something else.

But he's a very smart man. We get along partly because Abramov is like me. He worked his way up from a day laborer like I did, and put himself through engineering night school. And he sure knows construction. Last winter we were worried about what to do to dry out the concrete piers that anchor the dome. The concrete had been precast and dug into frozen ground. Abramov got the idea of hooking electrodes to the steel rods imbedded in the piers. So we heated up the whole mass that way.

Everybody's easy to get along with. You help them out whenever you can and they do

what they can for you. One time an old worker, Uncle Peter—they call him Dyadya Petya—asked for a bandage for his wife's arm. He looked scared so I gave him a handful. I pass out bubble gum when I have it. Once we got the use of a bulldozer just because the driver had been given some gum. But you don't want to go around trying to impress Russians with how superior America is. One American on the project went into a restaurant and ordered marinated mushrooms. When they came this guy pulled out a Kleenex and started wiping each mushroom. Was that Russian waitress mad! "If you don't think our food is clean enough," she yelled, "you don't have to eat it."

With the men now the problem isn't getting them to work, but to keep them slowed down. The three brigades compete among each other and when they get too much steam up they kind of forget safety precautions. But we don't want no accidents I tell them.

Like I said, the big thing is getting across to them. We built the dome on the few words of Russian I know. We've got some interpreters but I do better alone. The interpreters, they try hard but they know Russian and English—not Texan. They have a hard time understanding me. Once one asked Abramov, "How many names does Jack have for crowbar?"

AT U.S.-RUSSIAN DINNER to celebrate job on dome, Jack Parris (in center, back table) toasts Russian engineer, Victor Abramov. As host for the Lydick

Roofing Company which gave party Jack was expected to make a speech. Instead he said, "I sure am glad to have you all here," and sat down. The guests cheered.



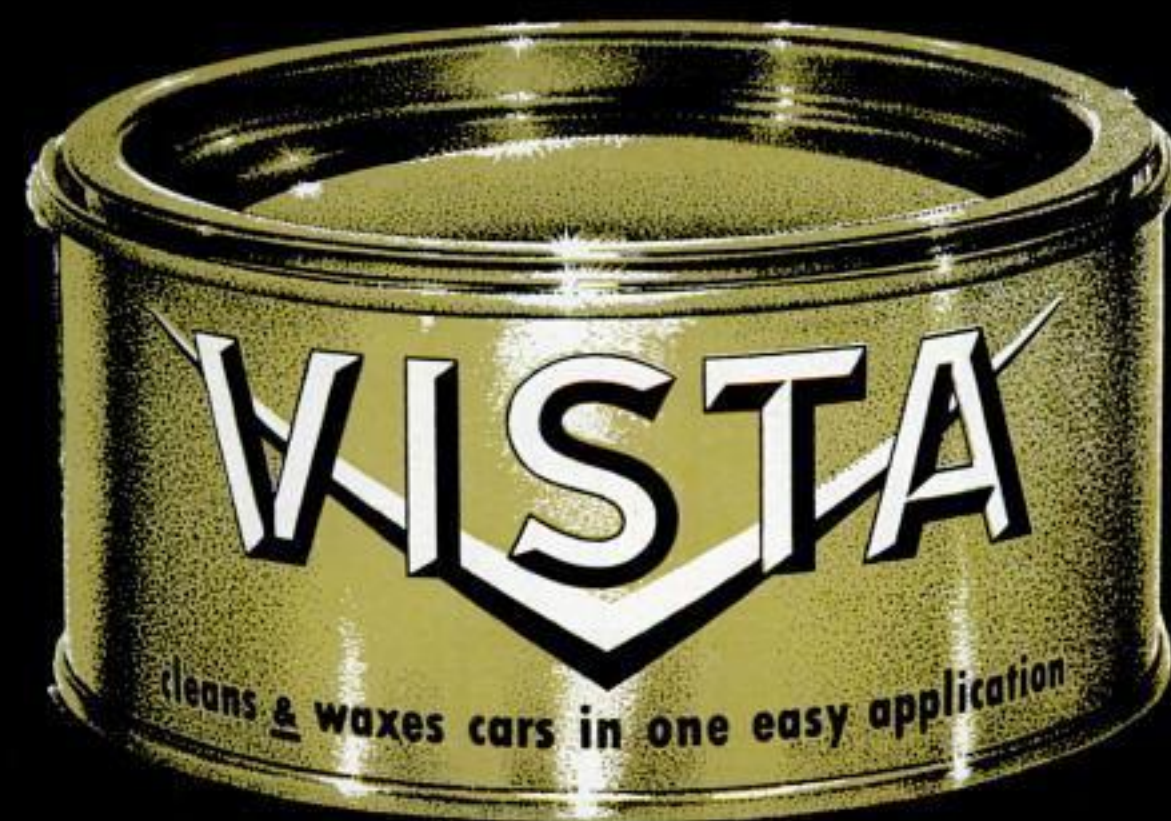
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SIMONIZ MAKES IT



VOLUNTEER WORKERS, girls assigned to Russian project for re-landscaping area around U.S. buildings carry tools on newly washed pavement. In background

is new dome—65 feet high, 200 feet in diameter—and adjacent building, which will house U.S. displays. The exhibition will open July 25 and run for six weeks.

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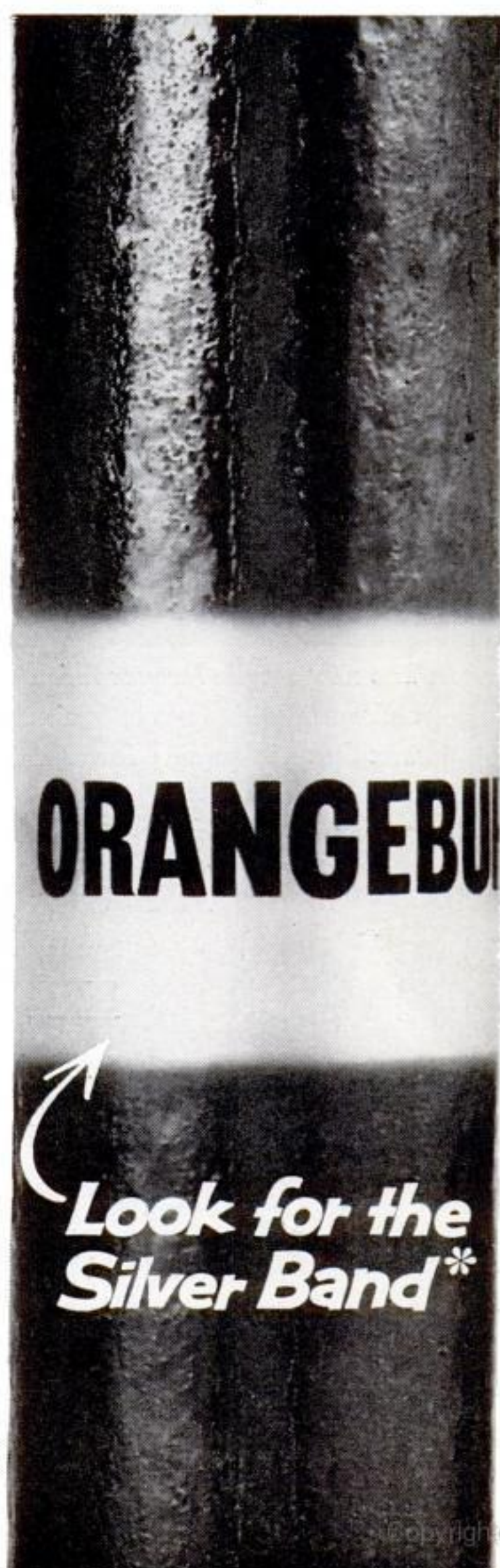
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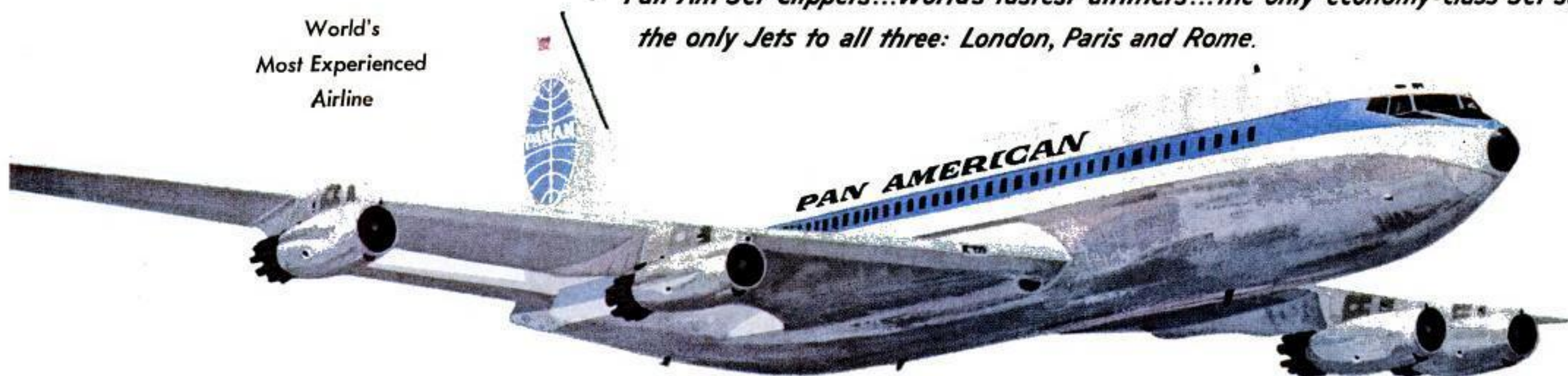
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Strange Shape for a Sailboat

Under a foaming surf and a spanking wind, the shape in this picture seems like a mighty fin surfacing from the sea. Actually it is the sails of a radical little boat which breaks most conventional rules of design. It has no rudder, but is steered with the forward sail. The mast is near the stern, and the forward sail is larger than the rear one. The hollow, rectangular hull is eight inches thick at the middle and curves to rounded edges at stern and bow—like a section of a symmetrical airplane wing.

The 8-foot craft, called "Go," is the brainchild of a retired architect, Lowell Christman, whose daughter, Heidi, is sailing it here. After three years of development, Christman and his sailing friends believe his boat a success, and steady as a church. Eventually, he hopes to market the "Go," which weighs only 75 pounds and is so simple it can be assembled and sailed away in less than 10 minutes.

CONTINUED

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French Calendar Clock. Lower dial shows months, days, dates, phases of moon. From the famous Old Charter Collection.

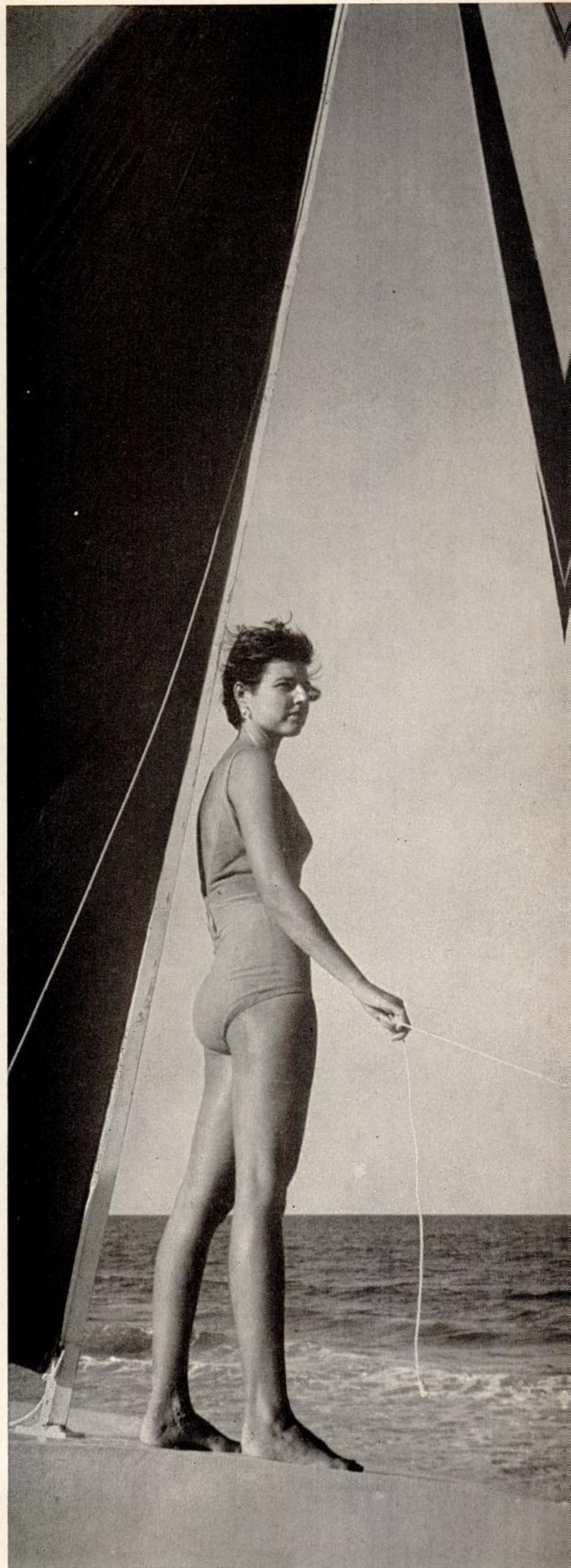


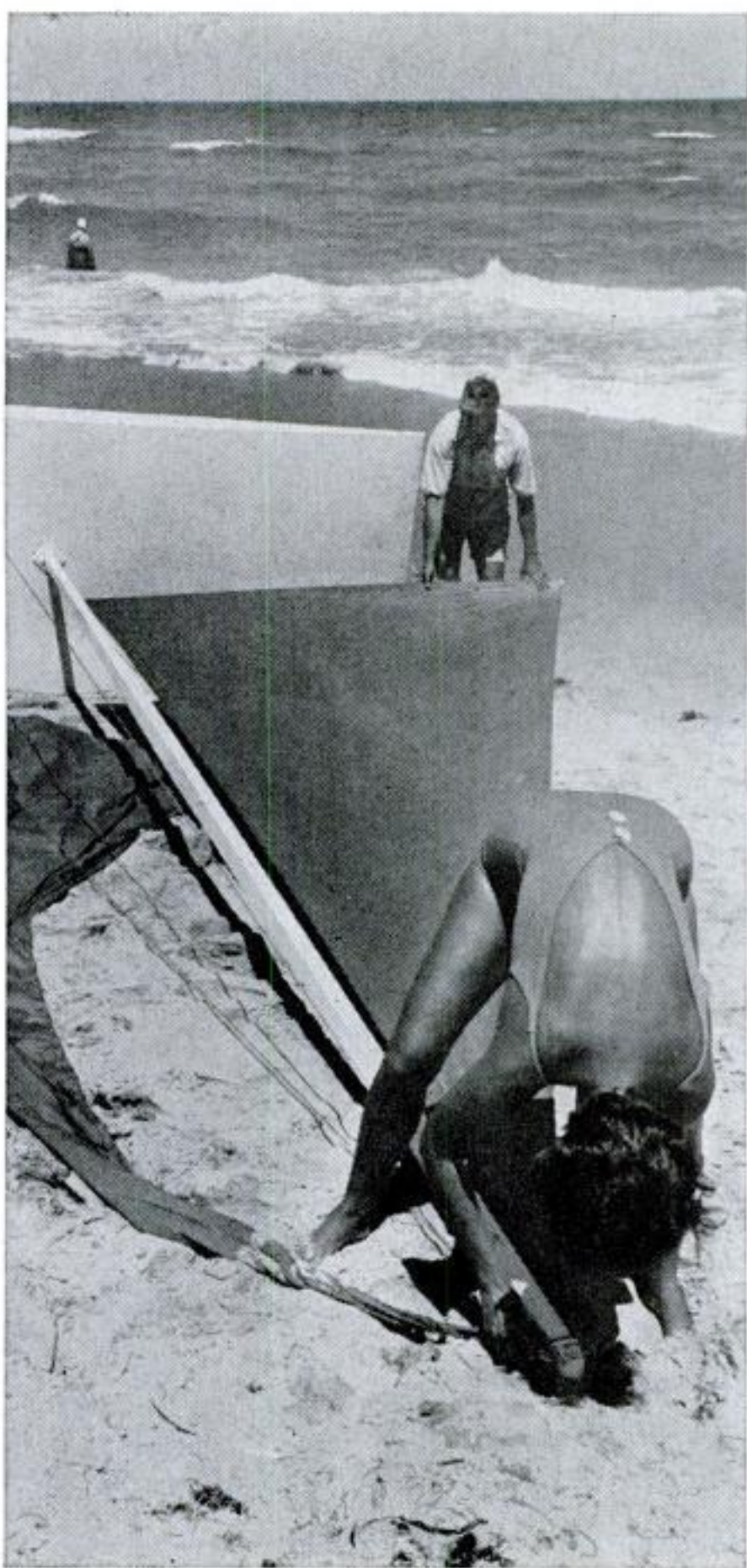
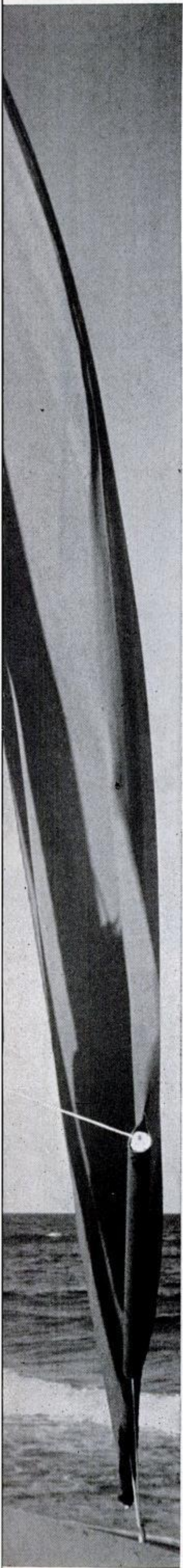
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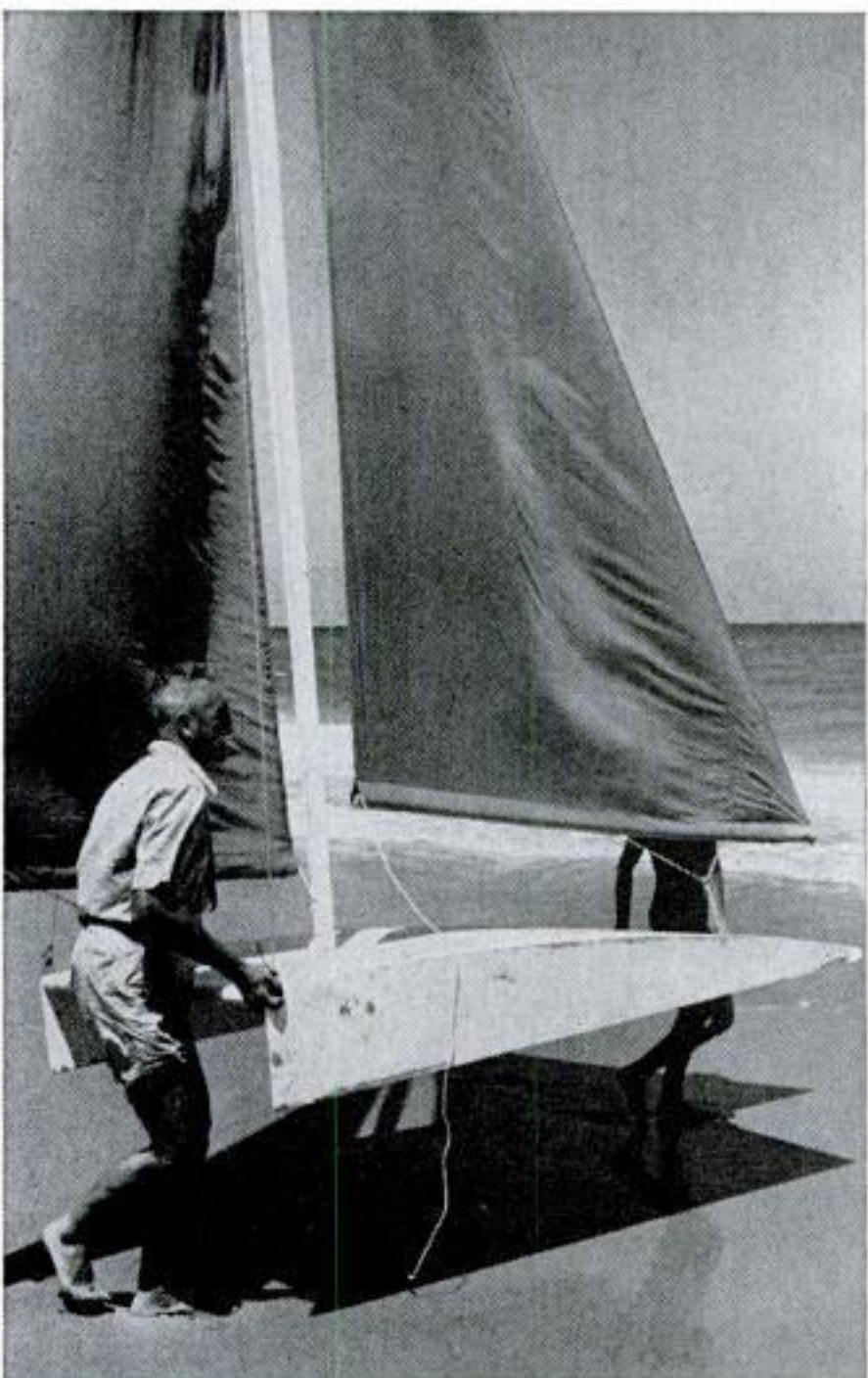
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RIGGING the craft at Delray Beach, Heidi Christman, 26, attaches the forward steering sail to the top of the 16-foot mast, which has only two stays. Her father, at the boat's bow, holds other end of sail.



LAUNCHING the plywood boat, Lowell Christman and Heidi easily lift it and carry it bow first toward the surf. Projecting down from the sides of the hull are two thin, tapered fins which act as keels.

WORKING THE SAIL, Heidi stands on arched deck and tests action of bow sail which steers boat. Pulled toward her, the sail forces the bow away from the wind. When sail is let out, boat heads into wind.


CONTINUED

DOESN'T FALL APART...EVEN WITH SAUCY SPAGHETTI!

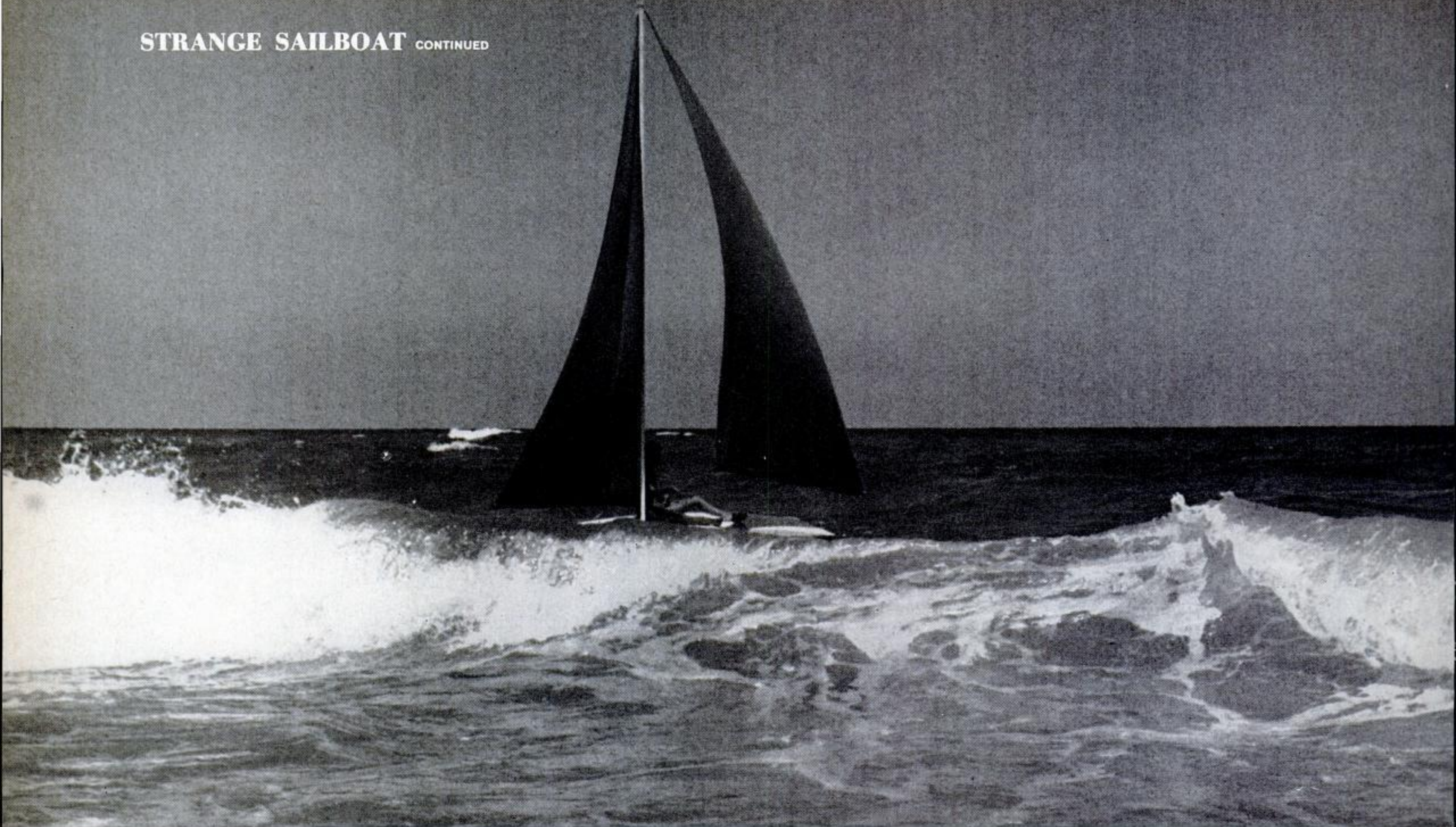


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STABLE IN CHOPPY SEAS, the boat rides smoothly along just outside the surf as Heidi Christman lounges comfortably against the mast. The arched

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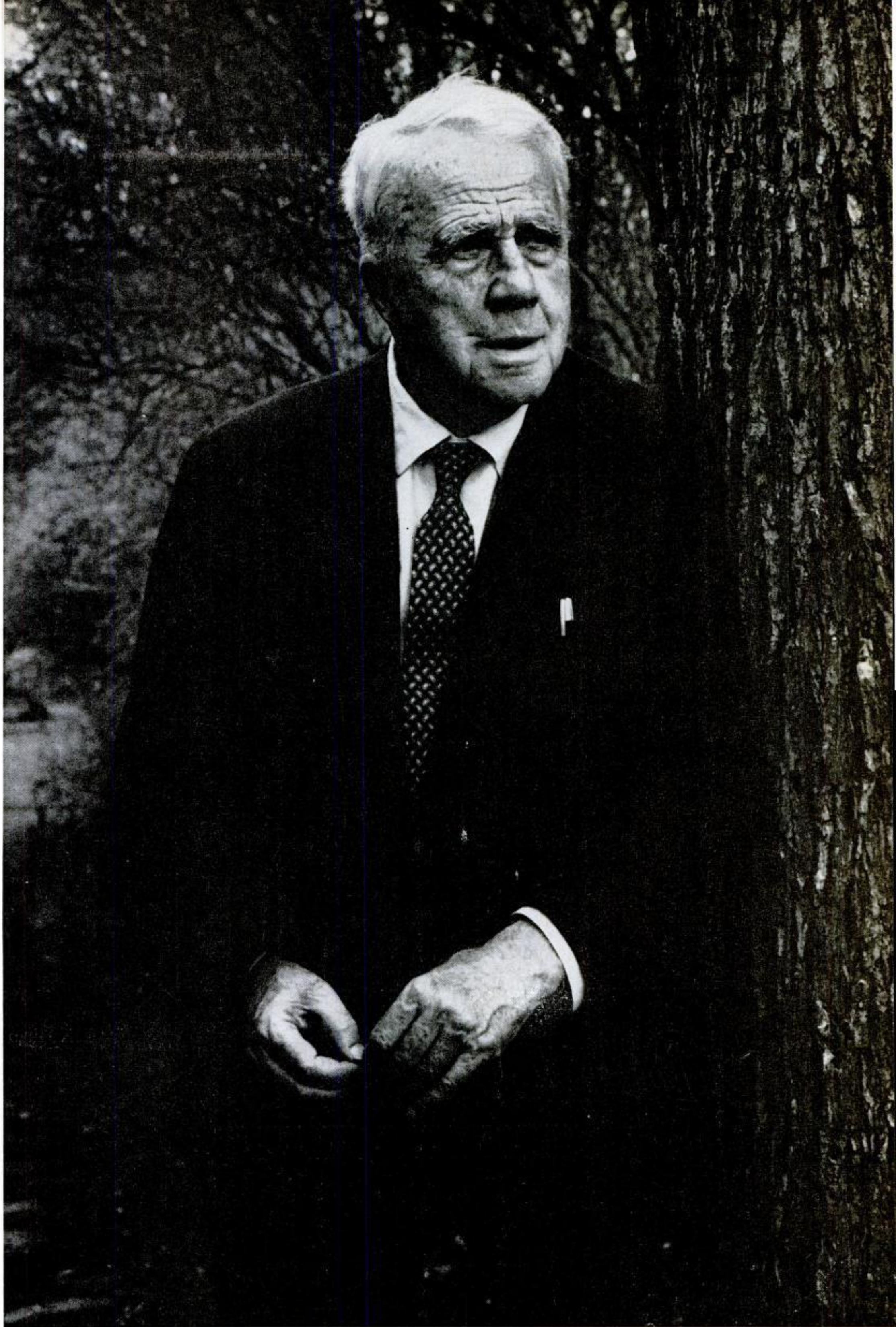
PAEAN FOR A POET BY A POET

"To praise a poet," Poet Paul Engle once remarked, "write a poem." He took his own advice a few months ago when an old friend of his came to visit the internationally known Poetry Workshop he heads at the State University of Iowa. The old friend was Robert Frost, who Engle says "has made poetry a public art in America." To praise him, Engle wrote a poem and added it to a collection of verse his students assembled to honor the 85-year-old dean of U.S. poets. A section of Engle's eloquent and discerning tribute is published here for the first time.

Engle, long familiar to LIFE readers for his *American Harvest* (Sept. 22, 1941) and major works since, has known Frost ever since 1937, when the craggy New Englander, who wintered in Florida, invited him to come there and "compare farms." At Amherst a few weeks ago Frost reread Engle's poem and said, "Someone asked me the other day when I started thinking about being a poet. I was complimented at the word poet. It's like asking a girl, 'When did you start thinking about being beautiful?'"



PAUL ENGLE, now 50, has been called "the poet who has done most for young poets in the U.S."



AT 85, ROBERT FROST RESTS BY A TREE ON AMHERST COLLEGE CAMPUS WHERE HE IS ENGLISH PROFESSOR

TO PRAISE A MAN by Paul Engle

Maple, granite, Frost the man,
Name better substance if you can.

Essential character that changes
Like his New England mountain ranges,
Dark green by day, black green by night,
Turning to green the changing light.

Thirsty as any mortal caught
In the dry sands of abstract thought,

He turns from Plato's pure ideal
To drink the cold spring of the real,
Proving by his devoted act
Enchantment of the daily fact.

He knows the apple tree puts forth
Its best fruit planted to the north
On slopes where rock and thin grass meet
(But grass between the stones is sweet).
Sore head, sap head, bleeding heart,

CONTINUED

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POET'S PAEAN CONTINUED

All these he knows are simply part
(As in one body, gut, brain, knee)
Of our contrary symmetry.

Sturdy Monadnock of a man
He lifts, as mortal courage can,
Through years too coarse yet too refined,
A high green mountain of a mind.
Shy man who planted trees, he knows
(Windbreak to storms of men and snows)
A wood of wit, in his defense,
Hides natural intelligence.

He knows how, having held his mare
Still, in the loud and burning air,
Blacksmiths, below their smoky roof,
Fit the hot shoe to the cold hoof.
Himself a farmer, he knows how
The toughest fields polish the plow,
The branch gives lightness to the bird,
The poem gives brightness to the word.

He knows how the deliberate snail
Leaves on a leaf its shining trail,
How common sense, uncommon rage,
Shudder the poem across the page.

Rockets rise where none have flown;
He mends his wall with fallen stone.
Man-made stars flare into birth;
He sees ants drag their crumb of earth.

Pacific to Vermont he went,
Striding in strength a continent,
Now all the states between rejoice
To see his face and hear his voice,
A live man bringing, north and south
More life out of his speaking mouth.

Unhurried, free, with steady gait
He is our greatest, final state.
In him these crooked times provide
A straight astonishment of pride
In such a country, when it can
Bear such a poet, such a man.



RECITING his own poetry from memory, Frost gives lecture at Amherst to students and faculty. Holder of more than 40 honorary degrees, Frost, who quit college as youth, jokes, "I never got an honest one."

RECALLING early days, Frost stands in English field. While there—1912 to 1915—his first two books of poetry, *North of Boston* and *A Boy's Will*, were published.





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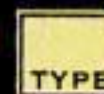
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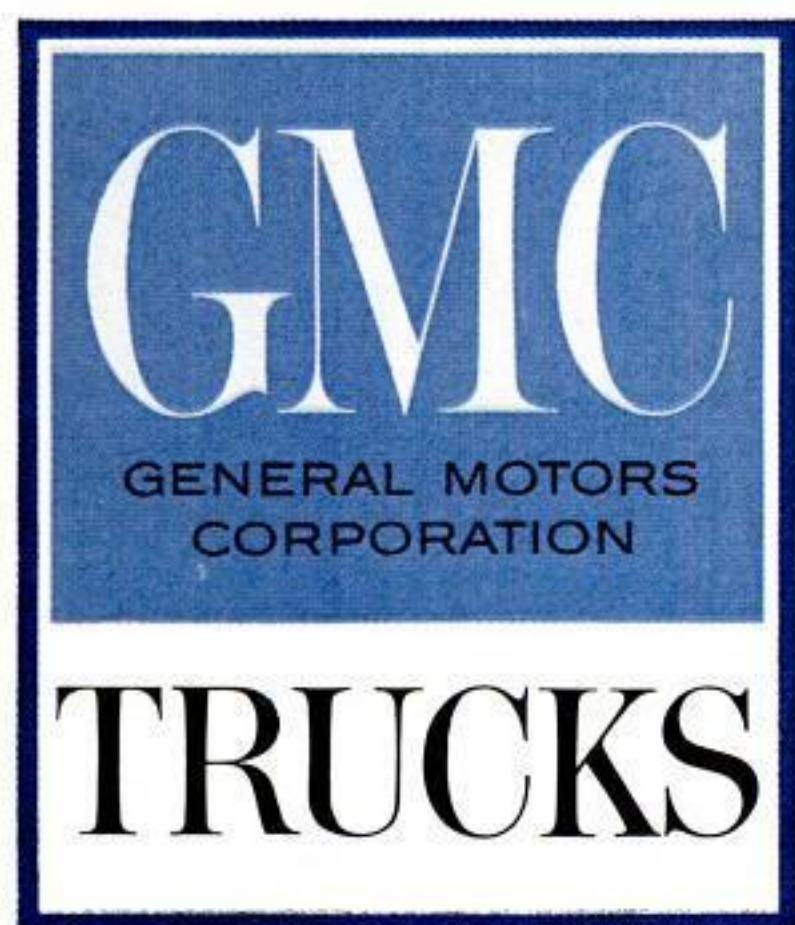
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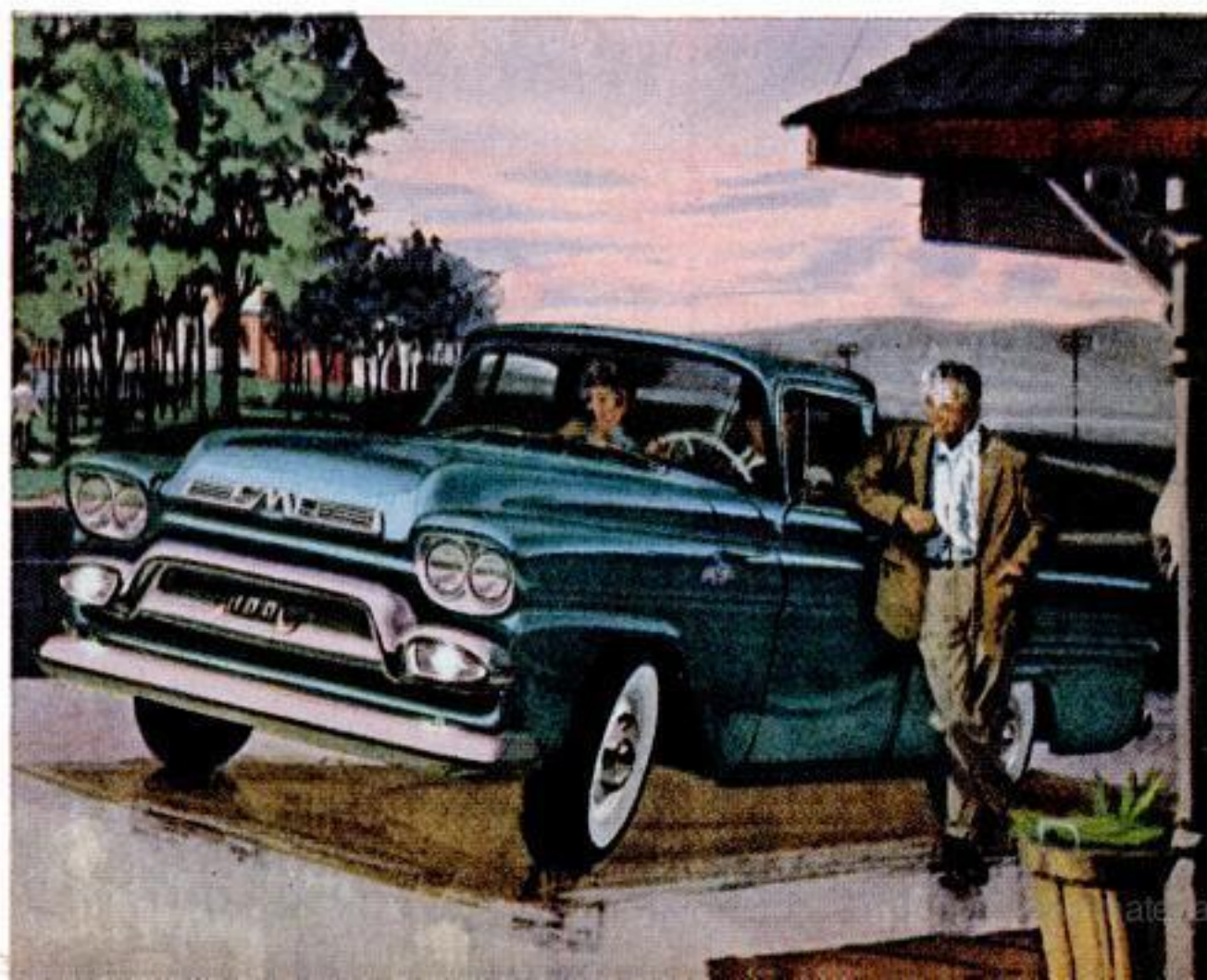
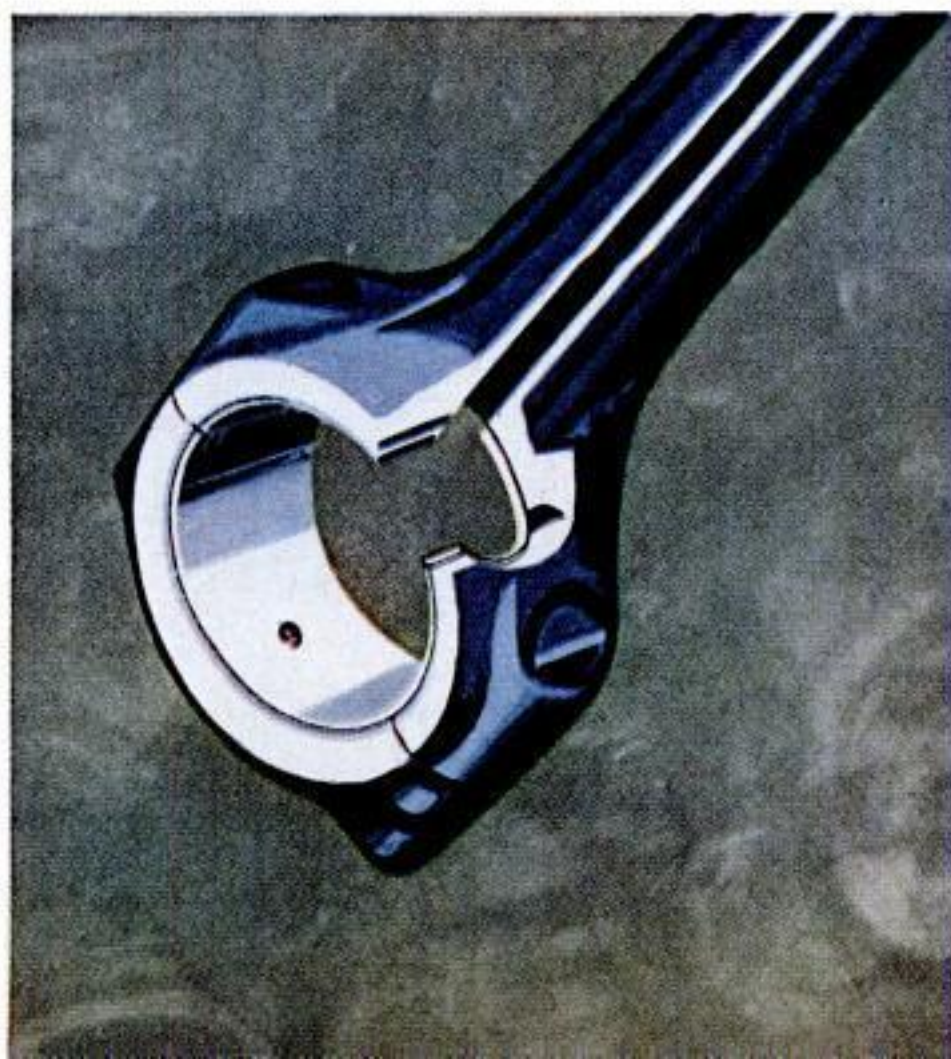
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Threat to peace comes to Catfish Row with the sudden entrance of Crown (Brock Peters), fine fighting man, and his girl Bess (Dorothy Dandridge). Sly Sportin' Life (Sammy Davis Jr., *background*) sells them whisky and "happy dust" which turns Crown moody, mean, murderous.

American Classic Sings Anew



Music is superb in movie 'Porgy and Bess'

The folk opera, *Porgy and Bess*, is a story of life, death and faithlessness in a Negro tenement called Catfish Row. It has come a long way since Composer George Gershwin and Author DuBose Heyward launched it hopefully on Broadway in 1935 and sadly closed it after 124 money-losing performances. Gershwin and Heyward were dead when success finally came—through some fine U.S. revivals and a triumphant State Department-sponsored tour of Europe. Today *Porgy and Bess* is a national treasure and a beloved classic and comes finally to the movie screen.

Samuel Goldwyn had his troubles casting the film (LIFE,

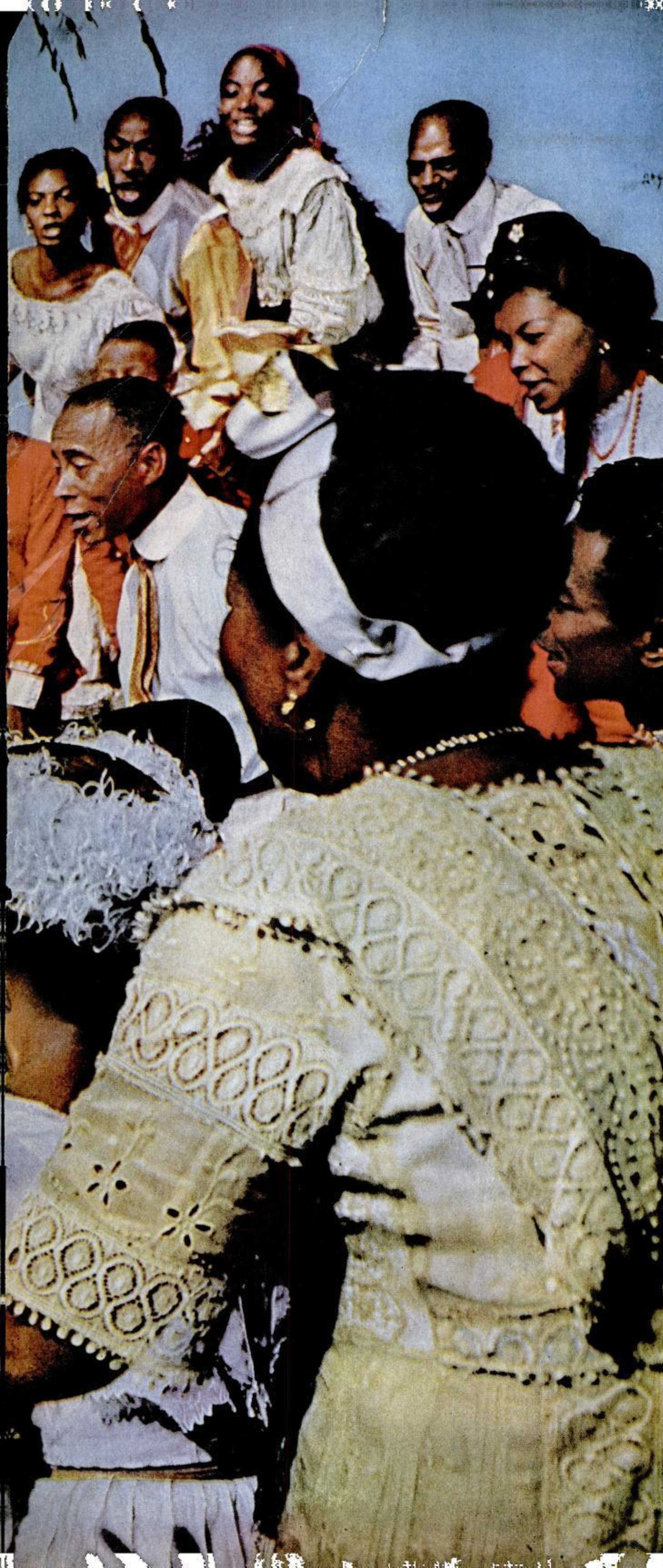
Feb. 16), but he wound up with some of the finest Negro actors and singers in the land—Sidney Poitier as Porgy, Dorothy Dandridge as Bess, Pearl Bailey as Maria, Sammy Davis Jr. as Sportin' Life. The glory of the opera, its unforgettable songs, comes resplendently from the stereophonic sound track. All the old favorites are there—*Summertime*, *I Got Plenty o' Nuttin'*, *It Ain't Necessarily So*, *Bess*, *Yo Is My Woman Now*. The plot, taken from the play by Heyward and his wife Dorothy, is unchanged in the movie—as are the brilliant lyrics, written by Heyward and Gershwin's brother Ira. Some are published on the following pages.

Gathered about body of longshoreman killed by Crown, neighbors in Catfish Row toss coins in a saucer to pay \$15 cost of his funeral. As the money plunks down, Porgy (Sidney Poitier, center), Maria (Pearl Bailey, center rear) and the rest chant laments for their friend.

Photographed by GJON MILI

CONTINUED





Porgy and Bess

CONTINUED

Dancing on a Road to Sin

Along with its tragic love story, *Porgy and Bess* tells of the eternal struggle within man between the wish for good and the will for wickedness. And it glitters with the drama, fun and religious feeling, the love for dancing and music of the Negroes in Catfish Row, near the waterfront in Charleston, S.C. *Porgy and Bess* is an opera that can be watched with an angry burning hope that all the squalid Catfish Rows of America may soon vanish. But this particular Catfish Row is inhabited by people of tremendous worth and dignity and the opera is likely to last a long, long time.

The hero, Porgy, is a crippled beggar who rides about in a goat-drawn cart and worships Bess, Crown's girl. When Crown flees after murdering a longshoreman, Porgy and Bess come together and are briefly happy. But menacing their happiness is Sportin' Life, the sophisticated dope salesman who yearns for Bess and who mocks the religious faith of the people of Catfish Row in a famous song:

*It ain't necessarily so,
De t'ings dat yo' liable
To read in de Bible,
It ain't necessarily so.
Li'l David was small, but oh my!
He fought big Goliath
Who lay down and dieth,
Li'l David was small, but oh my!*

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At annual church picnic the people of Catfish Row hear Sportin' Life sing his song of skeptical wickedness. Soon he has set some of the good church members dancing to his tune.

CONTINUED

Porgy and Bess CONTINUED

Violent Love and Death



As the picnic comes to end Crown suddenly emerges from thickets where he has been hiding and seizes Bess despite her protests that she wishes to return to Porgy. She sings:

*There's plenty better looking gal than Bess,
Can't you see I'm with Porgy
Now and forever
I am his woman, he would die without me.*

Porgy's moment of fierce triumph comes when Crown follows Bess back to Catfish Row. Cripple and murderer fight and the victor is Porgy who has been stirred by Bess's plea:

*I loves you, Porgy,
Don't let him take me,
Don't let him handle me
Wid his hot han'.*

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CONTINUED

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Defeat and a Long, Long Road



The sinister figure of Sportin' Life lurks always nearby. He has "happy dust" to tempt Bess and sweet talk about the wonderful life they might have in New York. When the police take Porgy away to identify Crown's body, Sportin' Life warns Bess that Porgy will be found out as Crown's killer because when Crown's body sees Porgy its wounds will begin to bleed again. Sportin' Life sings:

*An' through Harlem we'll go
struttin',
We'll go a-struttin'
An' dere'll be nuttin'
Too good for you.
I'll dress you in silks and
satins,
In de latest Paris styles.
All your blues you'll be
forgettin',
You'll be forgettin'
There'll be no frettin'
Jus' nothin' but smiles.*

Disaster and a renewed dedication comes for Porgy when he returns to Catfish Row from the city morgue, after identifying Crown's body. He finds that, in hysterical fear, Bess has fled with Sportin' Life. Then he announces he is going to New York: "I got to be wid Bess. Gawd help me to find her. I'm on my way." Then he sings:

*Oh, Lawd, I'm on my way,
I'm on my way to a Heavenly Lan',
I'll ride dat long, long road
If You are there to guide my han'.
Oh, Lawd, I'm on my way.
I'm on my way to a Heavenly Lan',
Oh, Lawd, it's a long, long way
But You'll be there to take my han'.*

FROM THE GOOD THINGS OF THE EARTH...



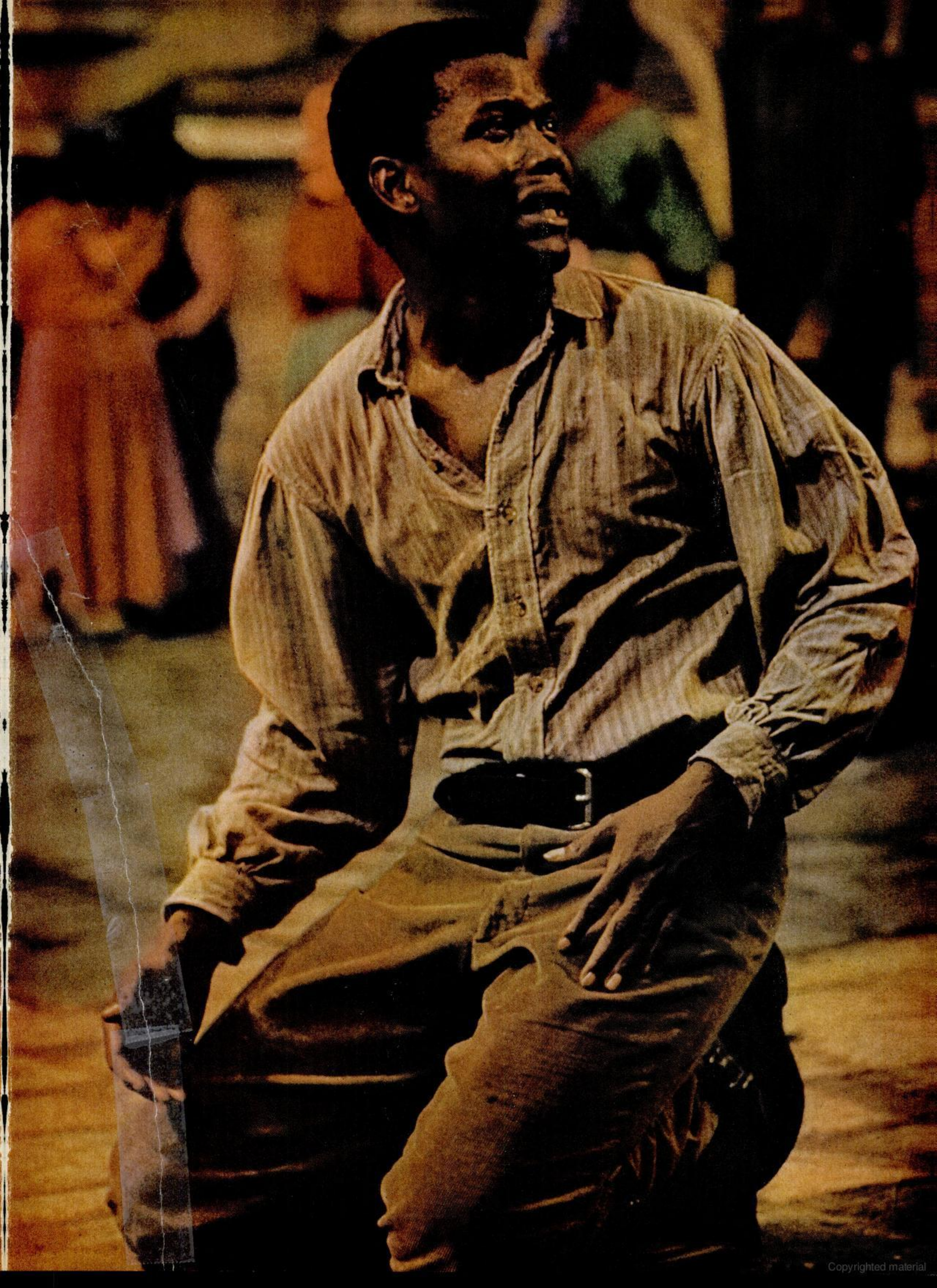
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PORGY'S MUSIC DIRECTOR André Previn supervised dubbing, also made a record of music. Here he goes over part with Drummer Frank Capp.

DUBBING IN THE VOICES, ALSO A BIG PRODUCTION

SHORTLY after the filming of Gershwin's *Porgy*, Sam Goldwyn issued a modest assurance of its excellence: "Magnificent as its many stage productions have been, its expansion on the screen has opened exciting doors of opportunity for hitherto unrealizable color, scope, intensity, intimacy and maximum sound control."

"Maximum sound control" is almost a Goldwyn understatement. It took 25 weeks, twice as long as the filming, to get the show to *sound* the way Goldwyn wanted it. All the music was recorded before the actors stepped in front of the cameras, and it is unlikely that a movie score has ever before gone through such intricate manipulation.

Goldwyn's musical director, André Previn, began by using a ghost singer for Sidney Poitier, who says he is so tone deaf that he cannot get through *Happy Birthday* without help. The chosen ghost was Robert McFerrin, who had never sung *Porgy* before but had sung *Rigoletto* at the Metropolitan. Poitier's job was to go through the motions of singing so well that McFerrin's rich baritone would appear to be his. To carry off the illusion, Poitier spent a month studying with McFerrin before the recording sessions. "We had to get to know Porgy as a man, to understand his moods," McFerrin says. "It could not be Poitier the actor or McFerrin the singer. It had to be Porgy, a blend of both." When they were ready to record a song, Poitier would first read the lines, then act them out to help McFerrin get in the right dramatic mood.

While McFerrin sang, Poitier studied every move he made. Sometimes, with his hands on the singer's jaws, he would peer down McFerrin's throat to get a close look at the working parts. Then Poitier would try to make sounds that would stretch his own neck muscles in the same way. "McFerrin would be singing E, F and G," Poitier says, "and I was singing about X, Y and Z, I guess. Sounded crazy."

When McFerrin finished the sound track, Poitier secluded himself for weeks in San Francisco with the McFerrin records. As he listened to the records, Poitier sang the songs while staring into a mirror. Every move of Poitier's lips and tongue had to coincide with McFerrin's singing. "I didn't care about the pitch, just the beat," Poitier explains. "And I knew I had that right when it got so I couldn't even hear McFerrin anymore. That meant I was coming in exact. I wore out three sets of records, and it's still the hardest thing I've done." Poitier worked so hard, in fact, that he turned into a music critic. He decided that McFerrin had not done quite right by *Bess*, *You Is My Woman Now*, and *They Pass By Singin'*. "They were too perfect musically," Poitier says, "and musical perfection was not what I was after." McFerrin was called back to watch Poitier act the songs, then asked to sing them again. This time Poitier was pleased—and so was McFerrin. As he watched Poitier go through the motions in time with the new sound track, McFerrin said, "I would swear that was Sidney's voice."

As for *Bess*, Dorothy Dandridge had been cast to act the role—her sultry soprano could never match McFerrin's sonorous baritone. A ghost was hired, but after giving a note-perfect performance, she was

CONTINUED

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VOICES OF PORGY AND BESS on sound track were provided by Baritone Robert McFerrin and Soprano Adele Addison. Both have sung opera in the U.S.

Porgy and Bess CONTINUED

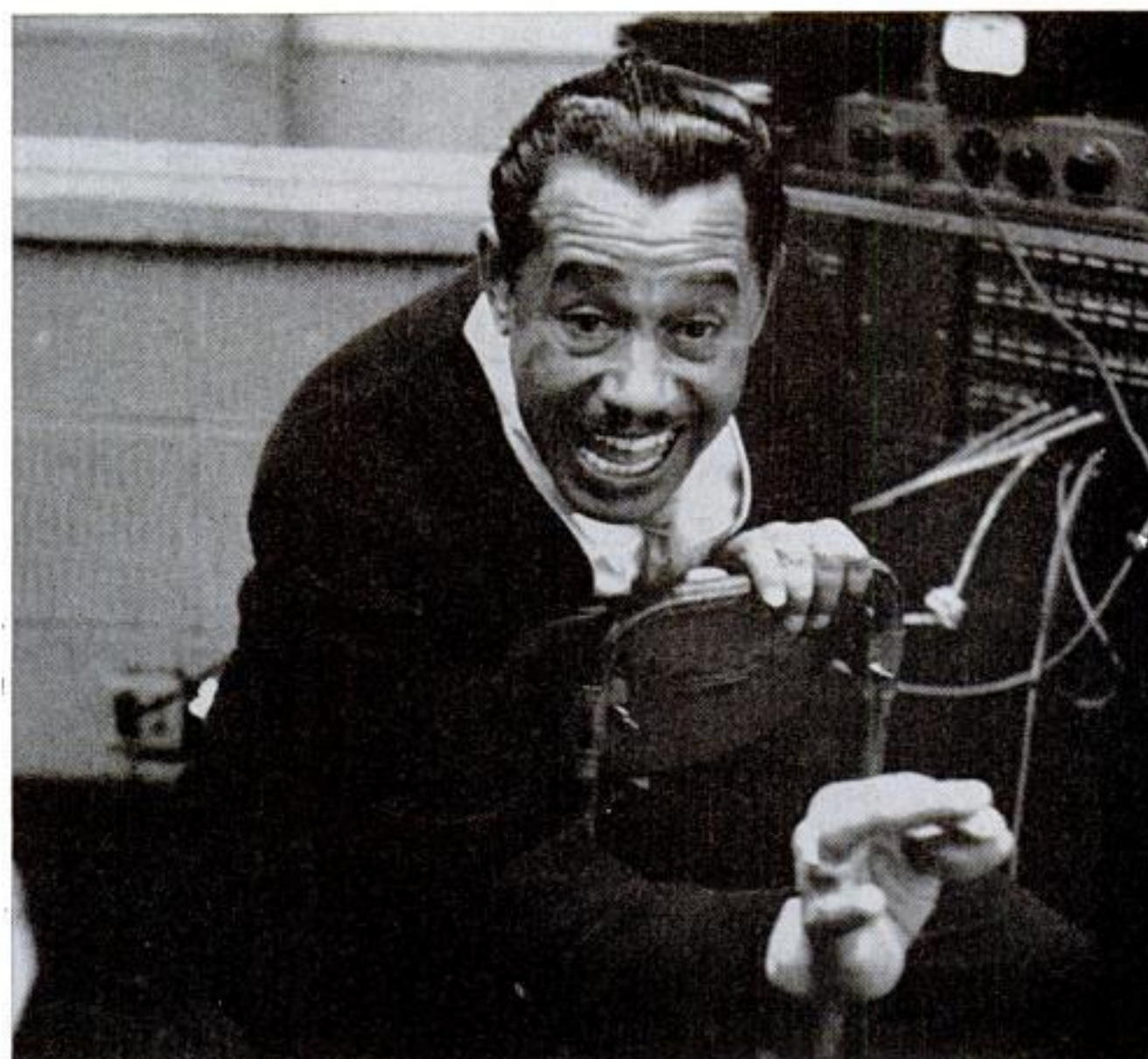
paid and sent away because she did not sound the way Dandridge looked. Adele Addison, who has sung Bach with the Boston Symphony, tried next. The studio decided that her crystalline phrases did indeed sound as though they could have come from Miss Dandridge's throat, an appraisal Miss Addison—considering her standing in the music world—might not have found flattering. It was like Renata Tebaldi being told that her voice was a suitable dub for Sophie Tucker's.

Although the movie score presents the voices of Porgy and Bess in rapturous duets, Robert McFerrin and Adele Addison never sang together. First, the accompaniment was recorded; then McFerrin's voice was taped separately and dubbed in. Adele Addison's voice was added still later. "There I was," she recalls, "singing some glorious love duets and my lover wasn't even in the building. Just the conductor and I, each listening on earphones to an orchestra that had disbanded months before. It's a funny, funny way to sing love songs."

Although Poitier and McFerrin had worked together closely, Addison and Dandridge barely met. At the very beginning they were introduced to each other, and Miss Dandridge read a few lines of the script while Miss Addison sang a few lines of the score. They have not seen each other since. "Mr. Goldwyn said it would all work out fine," Miss Addison says. "I found it very nerve-racking myself."

The leads are not the only musical ghosts in the movie. Ruth Attaway plays Serena, but Inez Matthews sings her. The most remarkable singing substitution is for the role of Clara, who sings the opera's beloved *Summertime*. Diahann Carroll, who has sung on Broadway, plays the role, but the film's music bosses decided her voice was not right for the movie. Goldwyn wanted all the off-screen voices to be Negro, but his musical scouts could not find any available Negro who could sing the part satisfactorily. As a result, the *Summertime* lullaby is actually sung by a French-English white girl, Loulie Jean Norman, who is one of

CONTINUED



SUBSTITUTE SPORTIN' LIFE, Cab Calloway listens to playback of his *It Ain't Necessarily So*, which he sings for Sammy Davis Jr. on sound-track LP.



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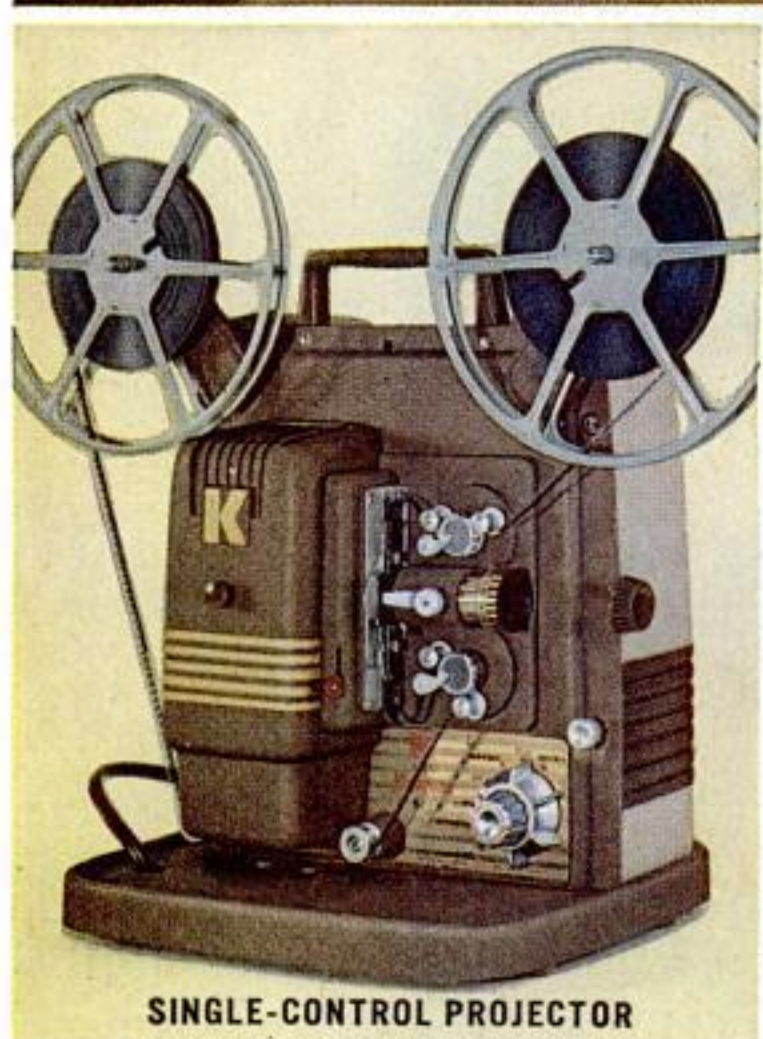
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VOICE OF CLARA who sings *Summertime* at the show's start was dubbed in by Loulie Jean Norman. Most of her work before the *Porgy* film was done in choral groups that provide background music in films and popular records.



Porgy and Bess CONTINUED

the country's busier singers—on radio, TV and in commercial jingles.

Pearl Bailey as Maria and Sammy Davis Jr. as Sportin' Life both sing and act in the film. But in the sound-track LP, Davis has his singing done for him by Cab Calloway who played the Sportin' Life role on the stage. That switch was made because the movie LP is on Columbia and Davis is under contract to make recordings only for Decca. But Sammy is not left unrecorded. In his enthusiasm to land the role, he has been singing *Porgy* songs in nightclubs for the last year, and Decca brought these out in a separate album. Calloway, his stand-in, is under contract to make records only for RCA-Victor but he was permitted to sing for Columbia because RCA already had a *Porgy* album made by Lena Horne and Harry Belafonte. Even before it released the sound-track LP, Columbia had the country's best-selling *Porgy* album—a modern jazz arrangement played by Miles Davis. Nearly 30 other *Porgy* albums in almost every possible version except harpsichord and hill-billy have appeared recently, all of them hoping to profit on the movie.

Among the vocal versions are two albums by members of the film's cast. Pearl Bailey, who sings *Oh, I Can't Sit Down* in the movie, sings five *Porgy* songs on a Roulette LP. They do not include *Oh, I Can't Sit Down*. And Diahann Carroll proves that she can sing *Summertime*, which the movie's directors would not let her sing, by singing not only that but virtually all the songs in the show on a United Artists record. Conducting her record is musical director of the filmed *Porgy*, André Previn, the man who earlier found her voice not suited to the movie.



PORGY'S CREATORS, Composer George Gershwin and Librettists DuBose Heyward and Ira Gershwin, met in Boston after 1935 premiere of show. This picture was autographed for Heyward by the two Gershwins. Over his words at upper left, George wrote the first notes of *A Woman Is a Sometime Thing*.

Cool refresh-mint



...still only 5¢

THE TRADE-MARK "LIFE SAVERS" IDENTIFIES "THE CANDY WITH THE HOLE" MADE EXCLUSIVELY BY LIFE SAVERS CORP. IN THE UNITED STATES AND BY LIFE SAVERS LIMITED IN CANADA

HERE'S WHERE YOU BELONG ... IN THE OUTDOOR



Look for
this sign
when you shop
for a new
home



This year hundreds of Comfort-Conditioned Homes have patios, built with Fiberglas* Screening and Reinforced Paneling. Your builder can tell you how little a patio adds to monthly payments.

Imagine what a patio like this would mean to your family this summer—perfect place for barbecues, healthful playroom for the kids and breezy room for insect-free entertaining. Visit the Comfort-Conditioned model homes near you and ask the builder about including a Fiberglas-screened patio on the home you buy.

LIVING ROOM OF A COMFORT-CONDITIONED HOME



Above: exciting new idea in Fiberglas-screened patios—colorful, translucent Fiberglas-reinforced sliding panels. Work beautifully to let the light in and keep the wind out. Roof of same material. In the room: Fiberglas-reinforced furniture, planters and TV set.

A patio like this can be added to your *present* home, too. It's so easy to build with Fiberglas screening, the only screening that spans wide areas without bulging or sagging. Glareless and nearly invisible—yet the strongest screening ever made. Won't stretch, dent or rust. Be sure to include a roof of beautiful Fiberglas-reinforced panels to let in sunlight and keep out wind and wet.

Join the swing to outdoor living. Write for new *free* booklet, "How to Discover New Comfort in Outdoor Living"; and send 50¢ for big 64-page guide to home buying, "Choosing the Right Home for Your Family." Owens-Corning Fiberglas Corporation, Dept. 10F-15, National Bank Bldg., Toledo 1, Ohio.

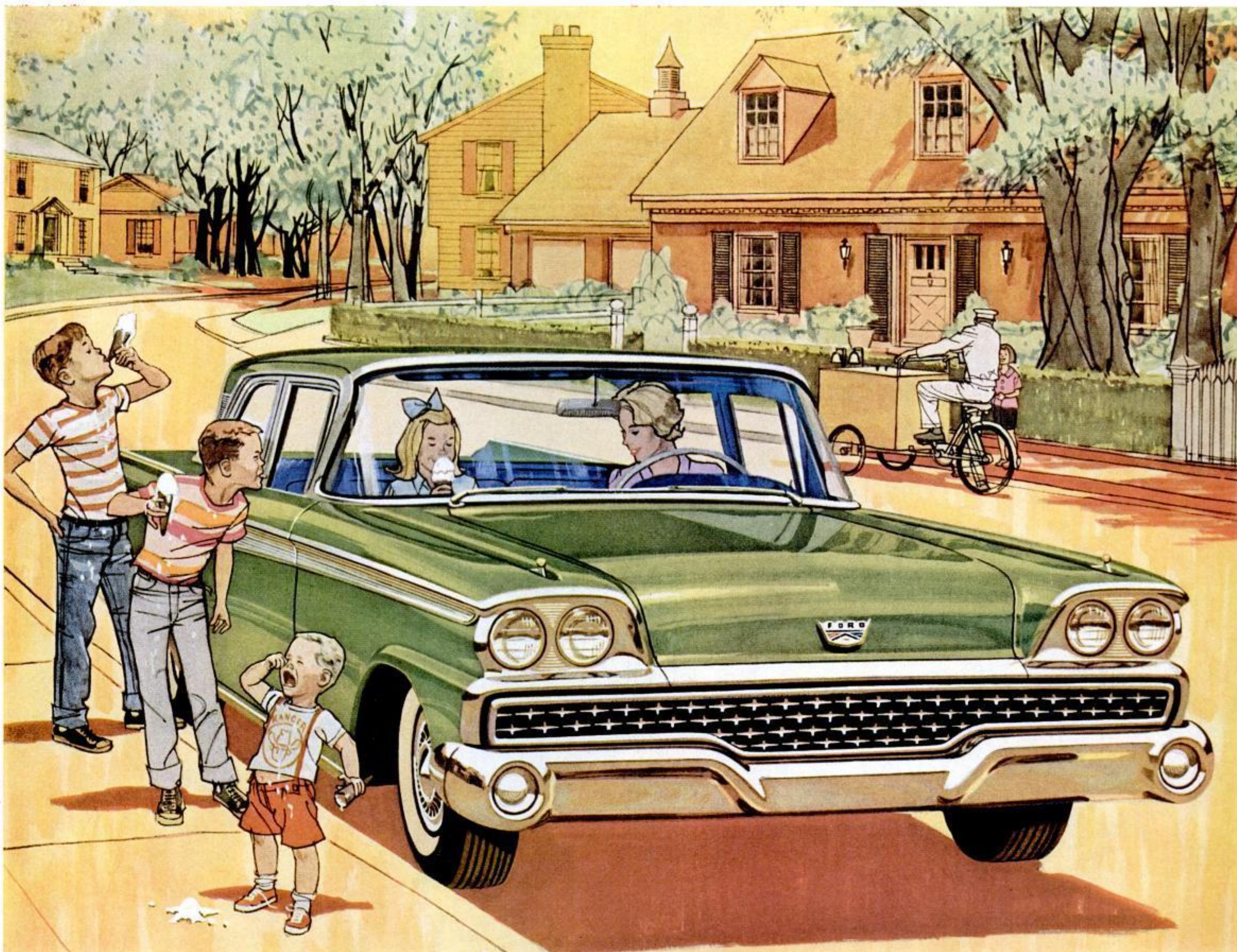


Mr. and Mrs. William Brodersen of Elm Grove, Wisconsin, say: "We're living outdoors in comfort...from spring to fall...in our new Fiberglas-screened patio!"

THE COMFORT-CONDITIONED HOME: leading builders present a new kind of home that assures you the comfort, convenience and economy of full-housepower and full-thickness Fiberglas insulation. Many Comfort-Conditioned Homes also include Fiberglas products in such features as: indoor-outdoor living; sound-conditioning; air-conditioning and filtration; built-in appliances.

OWENS-CORNING
FIBERGLAS
T.M. REG. U.S. PAT. OFF.

*T.M. Reg. U.S. Pat. Off. (O.C.F. Corp.)



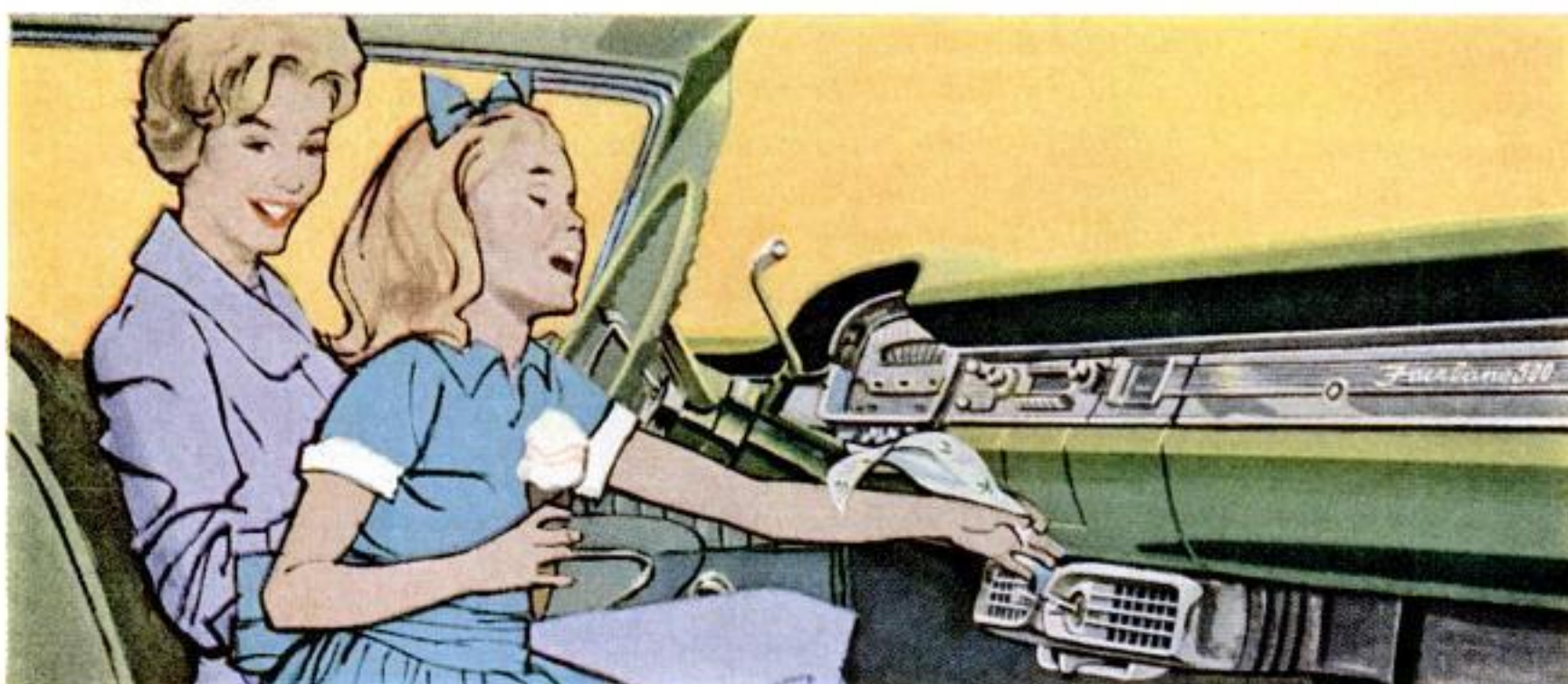
Keep deliciously cool with an air-conditioned Ford

Coollest car on the block (for up to \$219⁸⁵ less)*

You get more pure comfort in an *air-conditioned* Ford. You save up to \$219.85 on a Fairlane 500 equipped with radio, heater, automatic transmission. All the extra air-conditioning features that competitors charge extra for . . . like tinted glass and extra-size tires, generator and radiator . . . are yours at no extra cost in Ford. Name your weather, Ford SelectAire Conditioner provides it automatically. Controls are simpler. And, you'll have the happiest disposition under the sun. That's the Ford idea!

*Based on a comparison of manufacturers' suggested retail delivered prices

WITH FORD SELECTAIRE CONDITIONER YOU CAN DIRECT COOL AIR WHERE YOU WANT IT



Other Ford dividends? You can buy a Ford *with* air conditioning for hundreds less than you can buy many a medium-priced car *without* it • Go 4000 miles between oil changes Use regular gas (at regular prices) with standard Ford engines • Standard aluminized mufflers last twice as long.

59
FORDS
WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS

FORD DIVISION *Ford* MOTOR COMPANY

BABY IN A QUANDARY



TO SEE WHAT BOTHERS CONRAD WEIDEN, TURN THE PAGE

TOTS' TESTS OVER GLASS

As he stared apprehensively downward, the little boy on the previous page demonstrated to scientists that even though he is only a year old he can recognize danger when he sees it. He had been placed on a heavy sheet of glass through which he could see the void below him—a drop of almost four feet.

The Cornell University psychologists who had put him there wanted to know whether infants can perceive depth and understand what it means—whether babies tumble off sofas and beds by accident or because they cannot discriminate between high and low objects and see all things on the same level. Conrad Weiden and 92% of the other babies tested seemed to distinguish depth and probably also realized that a drop-off is dangerous.

The tests, conducted by Doctors Richard Walk and Eleanor Gibson, used a simulated "cliff," a wooden table from the edge of which strong plate glass extended. Children were put on the table top and coaxed to crawl out over the glass. But when they got to the edge of the cliff and looked down almost all of them quickly withdrew. Even their mothers' most persuasive urgings could not get them out. When placed directly on the glass they were uneasy and unhappy at being over a space—unless a fascinating distraction was offered, as at right.



DISTRACTED BY LIVE LAMB, 10-month-old David Call ignores void under sheet glass on which he

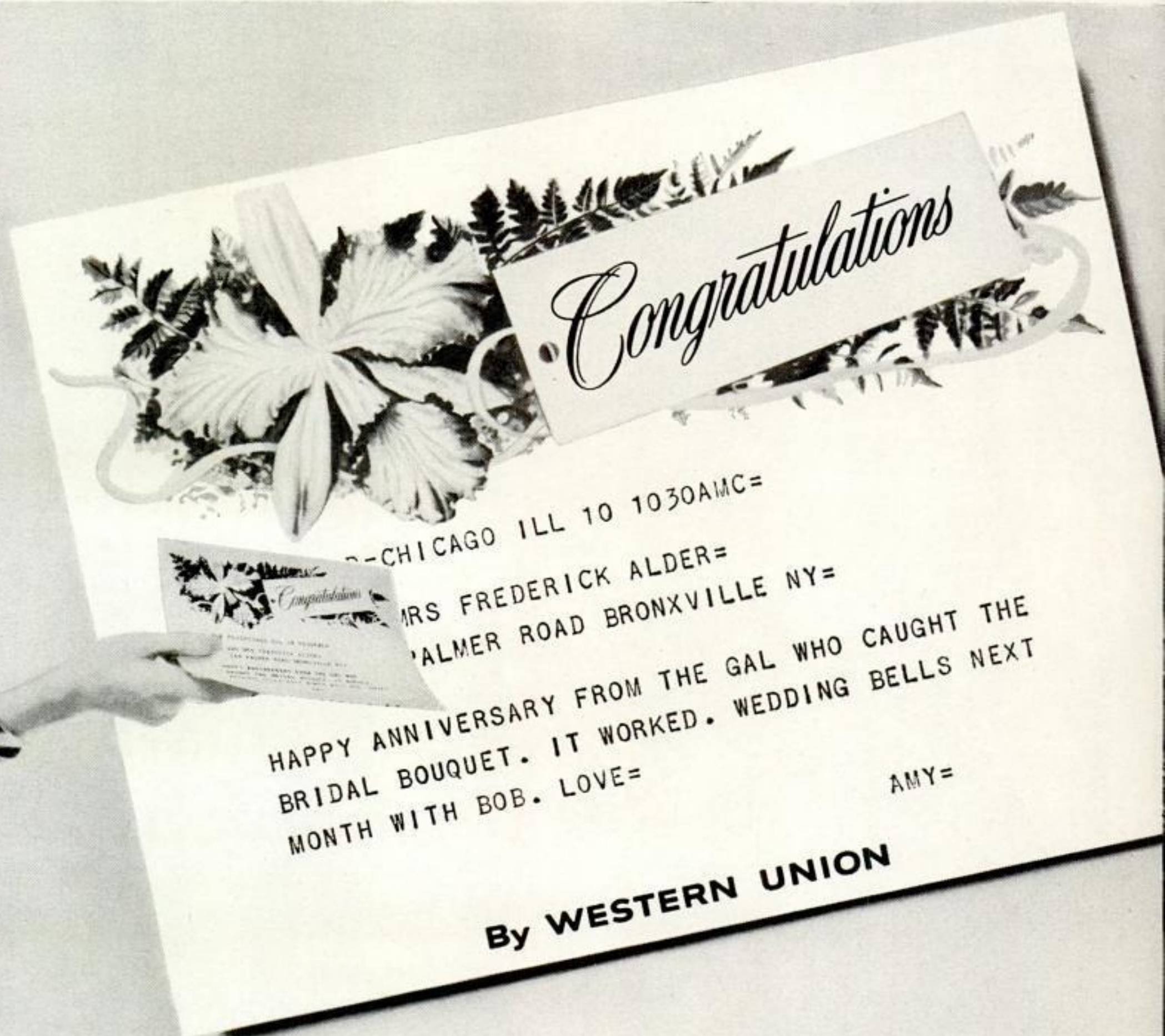
and animal are sprawled. The two-day-old lamb was terrified, backed away to safety of table top (rear).

CONTINUED

On Every Happy Occasion . . .

Your Telegram Says It Best!

For anniversaries . . . birthdays . . . congratulations . . . the greeting they'll keep is the one you telegraph. Convenient—call Western Union and charge it!



P.S. Wire cash—anywhere, in minutes, with a **Telegraphic Money Order**

Man who “never uses” the railroads



The food he's eating . . .

The airplane he's riding in . . .

The car waiting for him at the airport . . .

The new ranch house he'll sleep in tonight . . .

They've come to him all or part of the way on the railroads—either as raw materials, as component parts, or as finished products.

Man who “never uses” the railroads?


There's never a day when he doesn't!

Railroads carry more of the things you use than any other form of transportation. And they save you money, too—because railroads are a *low-cost* way of shipping freight.


Financially sound, progressive, and strong railroads are essential to a dynamic American economy and to our national defense. It is of vital interest to everyone that the railroads be given the equality of treatment and opportunity upon which their health depends—now and in the future.

ASSOCIATION OF
AMERICAN RAILROADS
WASHINGTON 6, D. C.


Do you know...



HOW TO MAKE SURE YOUR CAR IS IN TOP SHAPE?



HOW TO BE SAFER EN ROUTE?



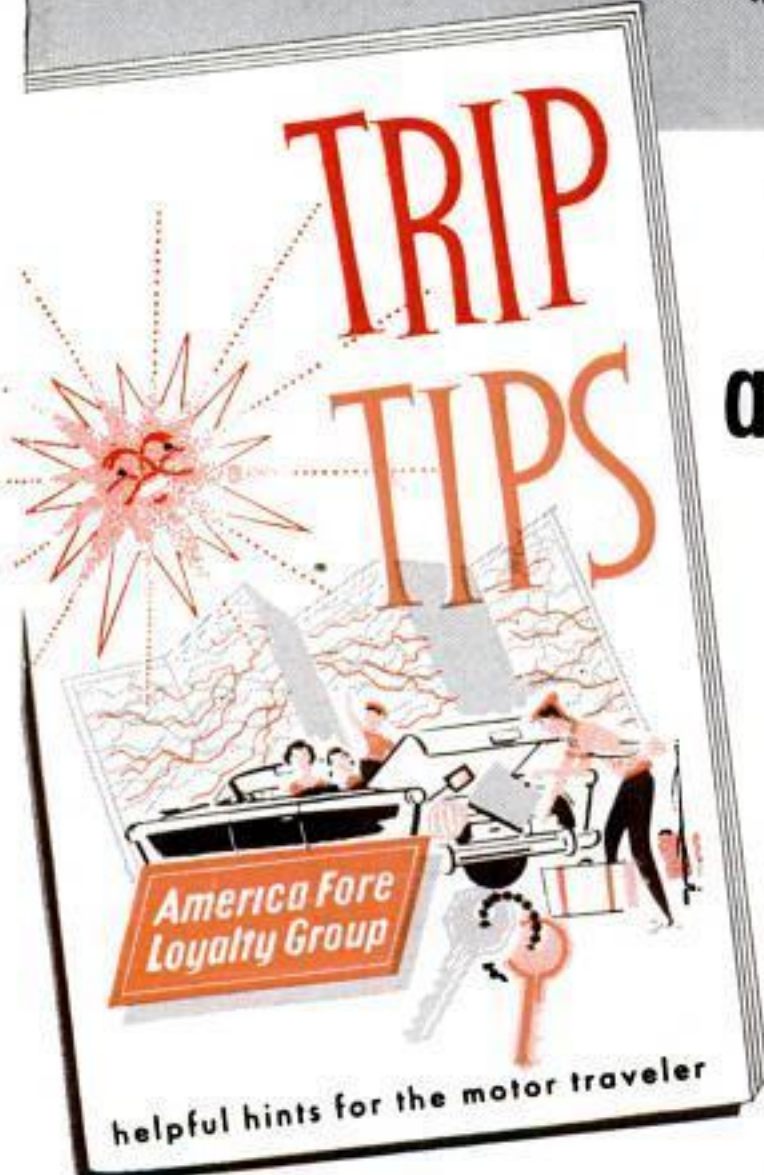
HOW TO READY YOUR HOUSE BEFORE YOU GO?

TRAVEL REQUIREMENTS OUTSIDE U.S.A.?

RULES OF THE ROAD? SIGNALS?

PRECAUTIONS FOR DESERT AND MOUNTAIN DRIVING?

WHAT TO DO IN CASE OF ACCIDENT?



"TRIP TIPS" is your assurance of a safer, carefree vacation!

You can prevent most highway troubles, give your family an enjoyable vacation with far greater safety if you know how to prepare before you go—and how to cope with conditions which may arise en route.

TRIP TIPS has the answers—40 pages of sound suggestions and useful hints for the motorist. It tells you how to make sure your car, home, possessions and your family are all ready for the trip. It discusses seat belts, safety on the highway, travel precautions, insurance protection, and many other subjects.

In the interest of safety and the greater enjoyment of your holiday, the America Fore Loyalty Insurance Group will be glad to send you a copy of TRIP TIPS, free. Just mail the coupon, today!

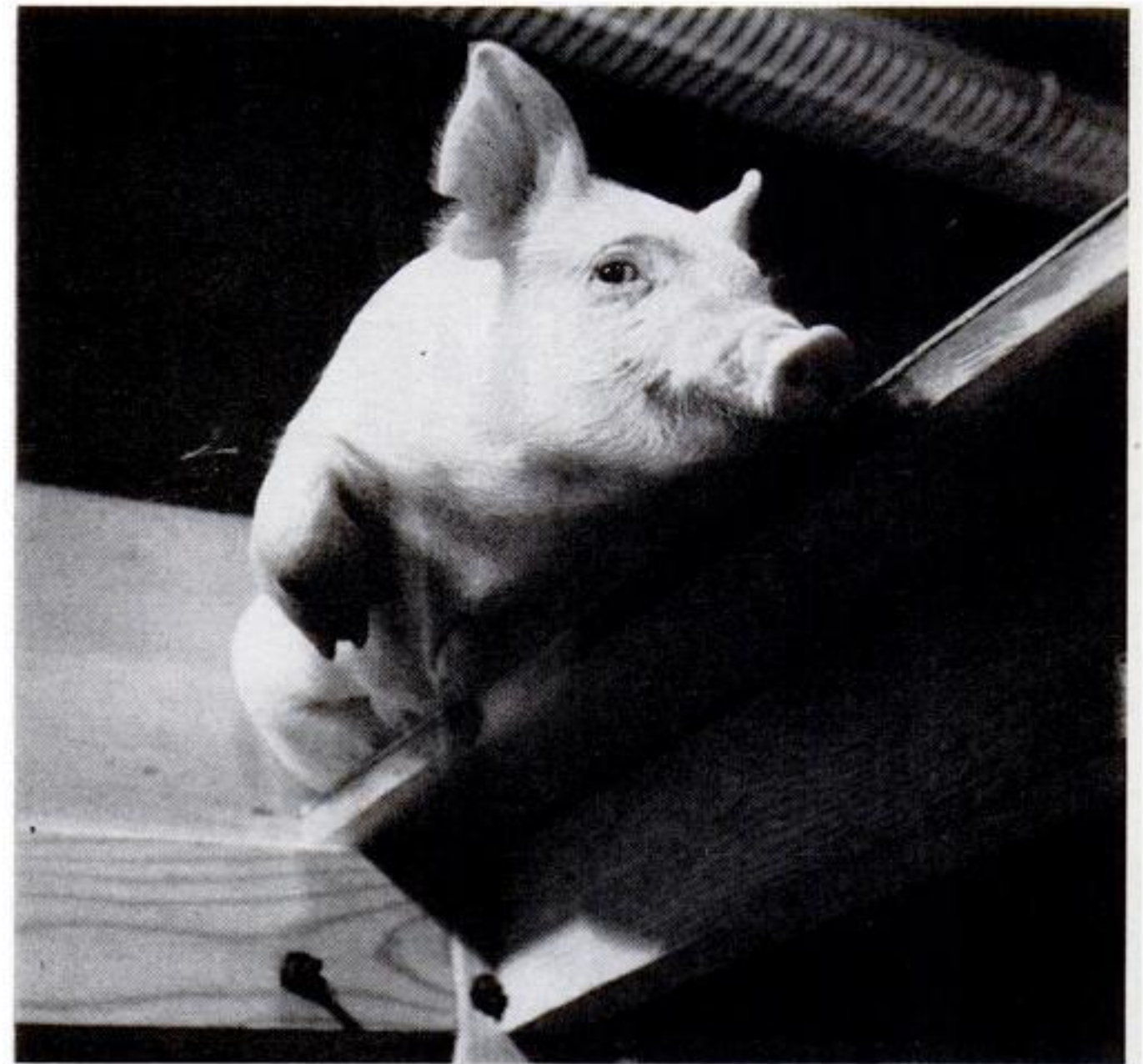
*Send for your **free** copy now!*

Department L—AMERICA FORE LOYALTY GROUP
80 Maiden Lane, New York 38, N. Y.
Gentlemen: For peace of mind while on my trip please send me, without obligation, a copy of "TRIP TIPS."

Name _____
Address _____
City _____ Zone _____ State _____

**America Fore
Loyalty Group**

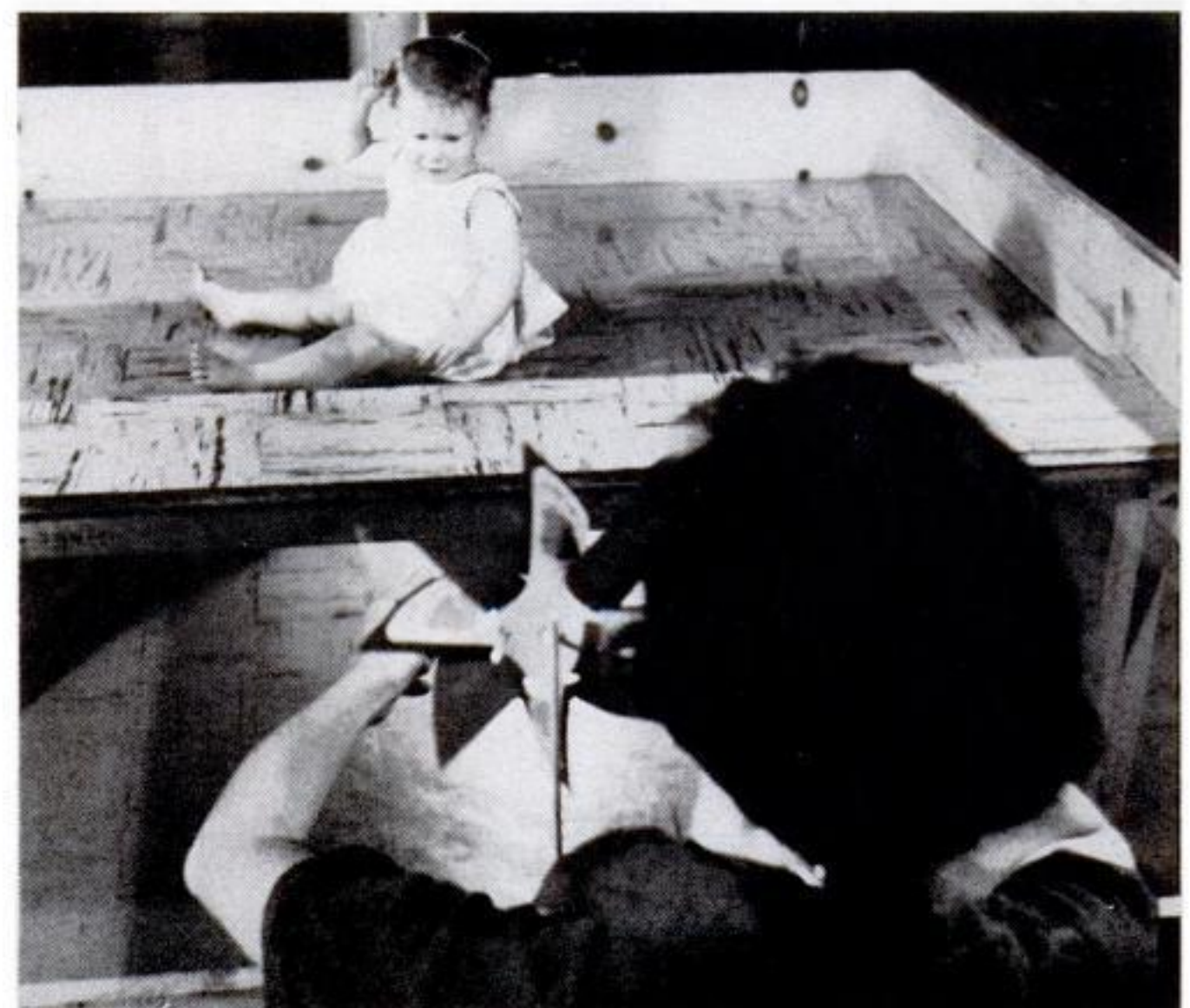
The Continental Insurance Company • Fidelity-Phenix Fire Insurance Company
Firemen's Insurance Company of Newark, N. J. • Niagara Fire Insurance Company
The Fidelity and Casualty Company of N.Y. • National-Ben Franklin Insurance Company
Commercial Insurance Co. of Newark • The Metropolitan Casualty Insurance Co. of N.Y.
Milwaukee Insurance Company • Royal General Insurance Company of Canada
The Yorkshire Insurance Company of N.Y. • Seaboard Fire & Marine Insurance Company



TESTING ANIMAL REACTION, scientists put a baby pig at edge of glass cliff. It pulled nervously back. Animals reacted more quickly than children.



LOOKING DUBIOUS, 14-month-old Barth Mapes peers through glass into the drop-off. He cautiously patted the glass but firmly refused to crawl out.



REFUSING TO CROSS, 10-month-old Katherine Sachs sits back from table edge, will not go out on glass even when mother coaxes her with a pinwheel.

This is the
Instant that's
delicious
for drinking!



Carnation "Magic Crystals" burst into fresh flavor
nonfat milk instantly—*for as little as 8¢ a quart!*



3-Qt., 8-Qt., 14-Qt. sizes
and Five 1-Qt. envelopes.



Carnation "Magic Crystals" mix instantly in ice-cold water to give you fresh flavor nonfat milk. Naturally refreshing, delicious. Rich in all the natural protein, calcium and B-vitamins of freshest whole milk,

CHOCOLATE FLAVOR INSTANT NONFAT DRY MILK TOO!

New Carnation Instant *Chocolate* Drink for delicious hot cocoa. Mix with piping hot water for rich cocoa with no

yet low in calories. Perfect for cooking—no special recipes needed. And "Magic Crystals" *whip*—for use in recipes...or as luscious topping with $\frac{2}{3}$ less calories than whipped cream for only 1¢ a serving. Directions on package.

milk boil-overs, no messy pots to wash. Makes delicious cold chocolate drink, too—mixes instantly in ice-cold water.



MIXES INSTANTLY
New Carnation "Magic Crystals" mix instantly and completely in ice-cold water, with a light stir. No lumps, no left-over paste in the glass.



Wizard Portable Air Conditioner

Three fine appliances in one: (1) 3,000 BTU cooling-capacity window air conditioner, (2) handy "spot cooler," (3) king-size dehumidifier. Uses ordinary house current. Compressor guaranteed 5 years.

\$99⁹⁵

Built-in telescoping antenna!



Truetone Portable 17" TV

America's trimmest, slimmest portable! Wide 17" (diag. meas.) picture tube locks-in mirror-sharp, mirror-clear pictures. Super-power chassis pulls in strong signals even in fringe reception areas. Handsome, sturdy cabinet. Easy terms. Only

\$179⁹⁵

Lightweight!
Easy to carry!



Reg. \$8.95

Wizard "No-Chore" Iron

Fully automatic! Select - ease dial and sensitive thermostat assure proper heat for any fabric. Extra-large sole plate for faster ironing. Handy 7-ft. cord for right- or left-hand ironing. 1,000 watts.

Weighs only 3½ lbs. One year guarantee....

\$6⁹⁵

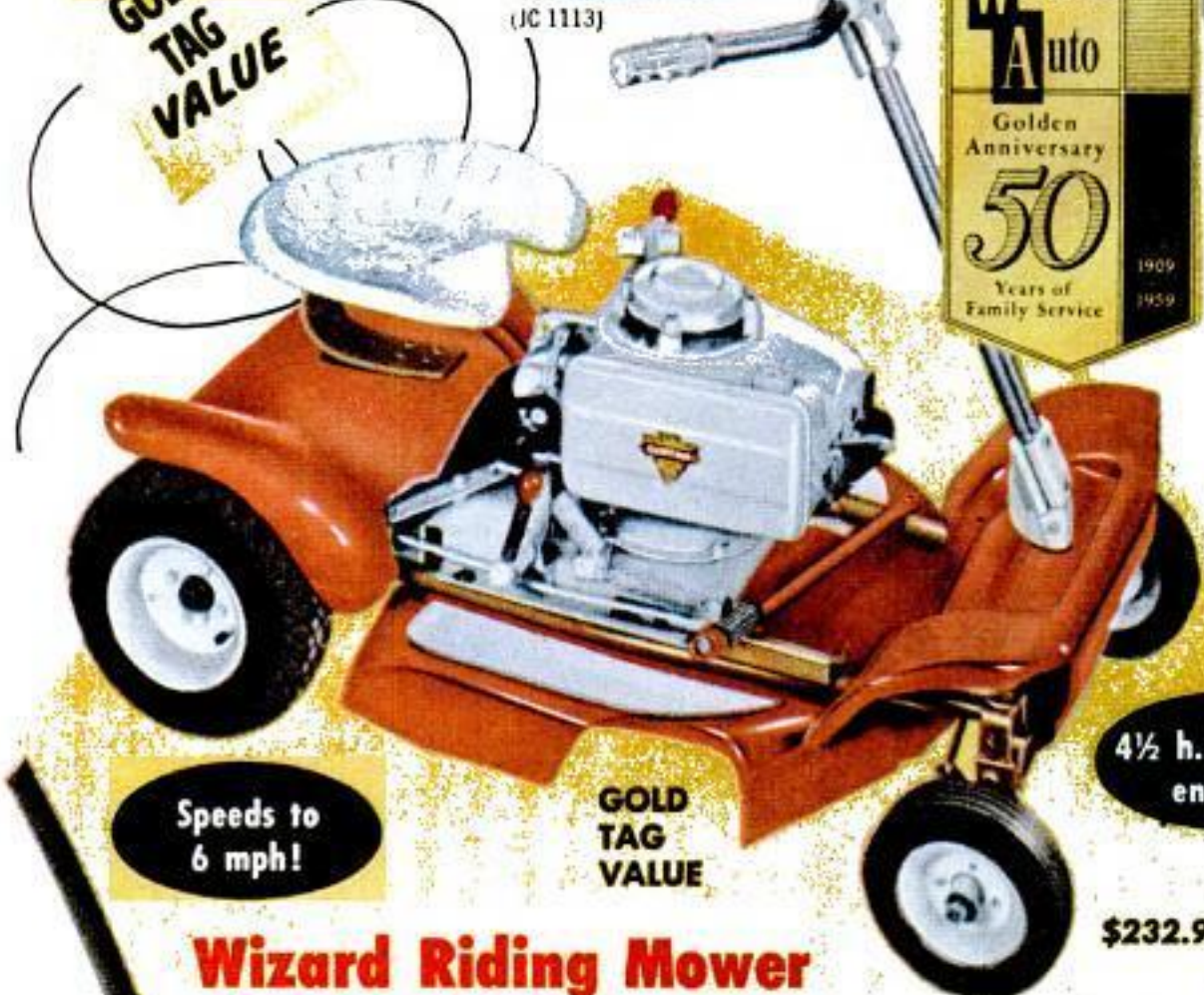
GOLD TAG VALUE

(JC 1113)



Western Auto's 50th Anniversary

GOLD TAG



Speeds to 6 mph!

GOLD TAG VALUE

4½ h.p. Clinton engine!

\$232.95 Value

Wizard Riding Mower

Never before so much mower at this low price! 4-cycle. 25" suction-lift blade. Auto-type transmission. Blade clutch. 4-cutting heights. Leaf pulverizer. Easy terms.

\$199⁹⁹

24" Economy model..... \$122.95 Value

\$99.95

Full-Time Power Bailer!



GOLD TAG VALUE



Electric Starting

WIZARD 40 Outboard Motor

Here's the biggest, most powerful Wizard ever! Dashing speeds to 44 mph! Pulls water skiers with ease! Turn key electric starting! Full gearshift! Sound-absorbing engine mounts for quiet running! Exciting new Jet-Flair styling. Power-jet carburetor. Complete with generator and propeller. Easy terms. Only

\$564⁹⁵

Wizard "40" with automatic recoil starter. Only **\$474.95** *FOS Minneapolis



Revelation Wading Pool

Big, sturdy enough for all the family! Heavy vinyl liner supported by welded steel fence. Watertight seams electronically sealed. 8-ft. wide, 15-inches deep. Only.....

\$14⁴⁴

\$17.50 Value



GOLD TAG VALUE

Holds 525 lbs. of food!

92 lb. Fast Freeze Compartment!

Wizard 15' Chest Freezer Golden Anniversary Special

Never before such a deluxe freezer at this low price! Lift-out basket and dividers! 3" glass fiber insulation! DuPont Dulux finish. \$200 Food Protection Plan. Tecumseh unit guaranteed 5 years. While limited stocks last, only

\$198⁸⁸

\$5 Down...
\$2.50 Weekly

NOT ~~\$319.95~~ NOT ~~\$299.95~~ NOT ~~\$270.95~~



12 Game Playground Set

A safe, complete playground for your children, this rugged Western Flyer set has 8-leg non-tip design. 9-ft. double curve slide with fully enclosed edges. Sturdy steel ladder. Space platform. Deluxe sky ride. Rustproof nylon bearings.

Hurry!
Only.....**\$29⁸⁸**

\$36.95 Value



24" Deluxe Combination Grill

Here's your complete outdoor kitchen! Yes, this Wizard is a grill and rotisserie all in one handsome unit! And look at all of these deluxe features: Chrome-plated revolving grill raises and lowers smoothly at the turn of a crank. 24" extra-deep firebowl is guaranteed 3 full years. Giant, 6" roll-easy rubber wheels. Detachable spit with adjustable meat tines and powerful electric motor. Copper-plated handle on firebowl. Deluxe half-hood in lustrous coppertone on the outside... rich chrometone on the inside. Treat your family to endless happy picnics in your own yard. Own it this week! Complete with half-hood and electric spit, only.....

\$14⁸⁸

\$18.50 Value

Sale...

June 11 to
June 27...

**RED
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*To celebrate our 50th Anniversary, we're changing our Red Tags to Gold this year, and bringing our customers bigger values than ever—our way of saying "Thank You" for 50 years of patronage from America's families.

Truetone 6-Transistor Portable Cordless. Uses flashlight cells. Big 4" speaker. Full-fidelity tone. Ear-phone jack. Only.....**\$28⁷⁷**
8-Transistor model only.....**\$39.95**

Choose From Hundreds of Guaranteed Auto Accessories At Big Savings...



(H 2949)

Reg. \$19.95

Wizard Socket Wrench Set. 28 pieces. 12 alloy steel 1/2" square drive and eight 1/4" drive sockets, ratchet, speeder, extension. Flex-screw-driver, L-Handles and extensions. Waterproof steel box.....

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LOCK SEAMS

HEAVY GAUGE
STEEL SHELL

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Wizard Leakproof Mufflers. Heavy-gauge coated steel. Built to outlast ordinary mufflers. Blowout-proof. Easy to install. For all popular cars. From.....

\$7²⁵



**GOLD
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VALUES**

(2N 1150-54)

\$2.98 Value

Wizard Matched Auto Mats add distinctive new beauty to any car! Deep-ribbed rubber. A shake cleans them. Choose from black, blue, green, red or white. Pair.....

\$2¹⁹



\$1.55 Value

Wizard "De-Sludge-Er" Oil Filter cartridge removes power-robbing sludge... Protects your engine. For all popular cars. From.....

89¢

Standard Cartridge... 85¢ Value.....**44¢**

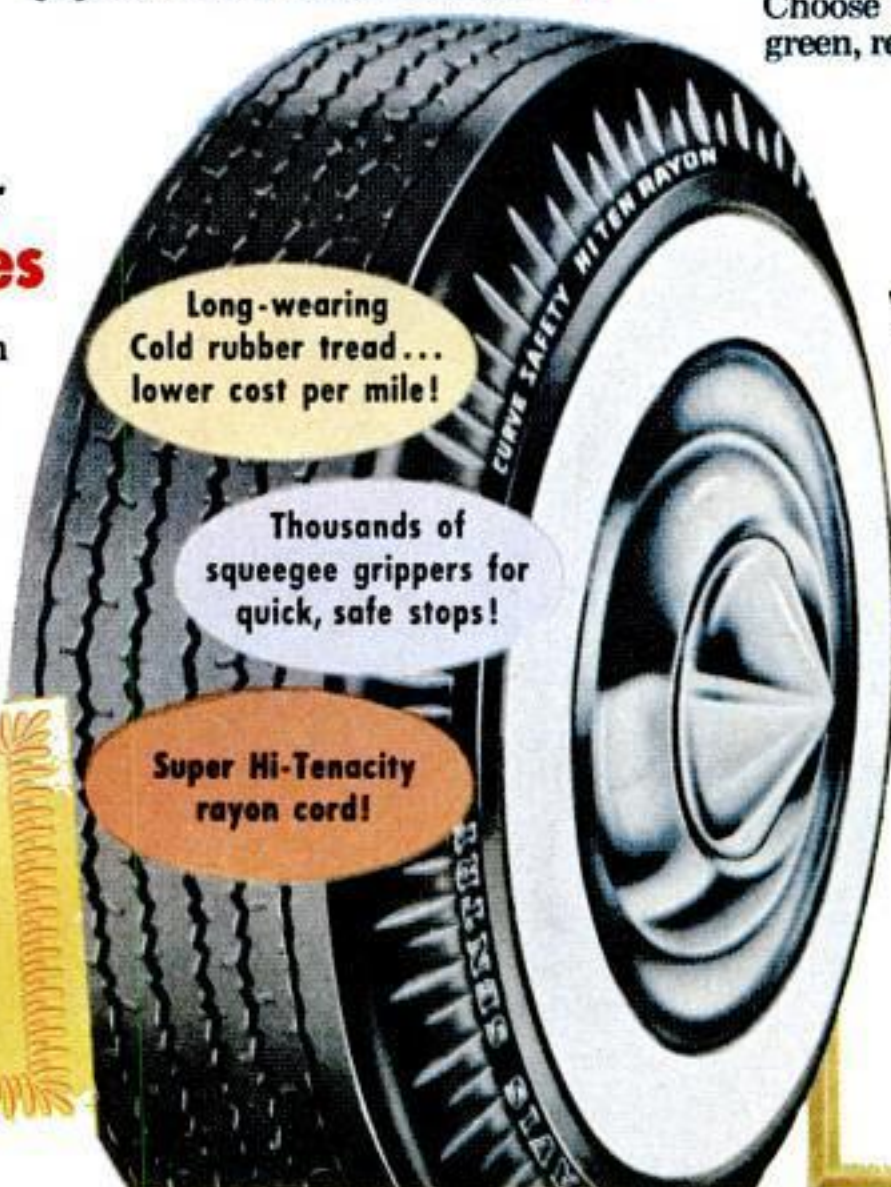
Trade Your Old Unsafe Tires Now For New DAVIS Hi-Ten Sentry Tires

Why take chances on old, worn tires when you can now own a complete set of safe and dependable Davis Hi-Tens for so little? Yes, now you can enjoy Davis Hi-Ten's wonderful steering ease... quicker, safer stopping... and extra-long life... all at terrific savings! White or black sidewall. Tube type. 6.70x15 blackwall.....

\$12⁹⁵*

6.70x15 whitewall.....**\$15.45***

*Plus Tax and Trade-In Tire



Long-wearing
Cold rubber tread...
lower cost per mile!

Thousands of
squeegee grippers for
quick, safe stops!

Super Hi-Tenacity
rayon cord!

Western Auto dealers own their stores and set their own terms.
Prices may vary slightly in some parts of the U.S. (L69)



Our 50th Year

... serving America's families with quality merchandise for car, home and outdoor living. Ask about our Catalog Order Plan, available at more than 4,000 stores from coast to coast. Choose from over 14,000 items... each one backed by Western Auto's famous guarantee of "Satisfaction or Your Money Back."

STORES
AND
ASSOCIATE
STORES

Western Auto

Davis Hi-Ten Guarantee For Tread Life Of Tire:

1 All Road Hazard Guarantee
Covers all road hazards* including blowouts, cuts and bruises.

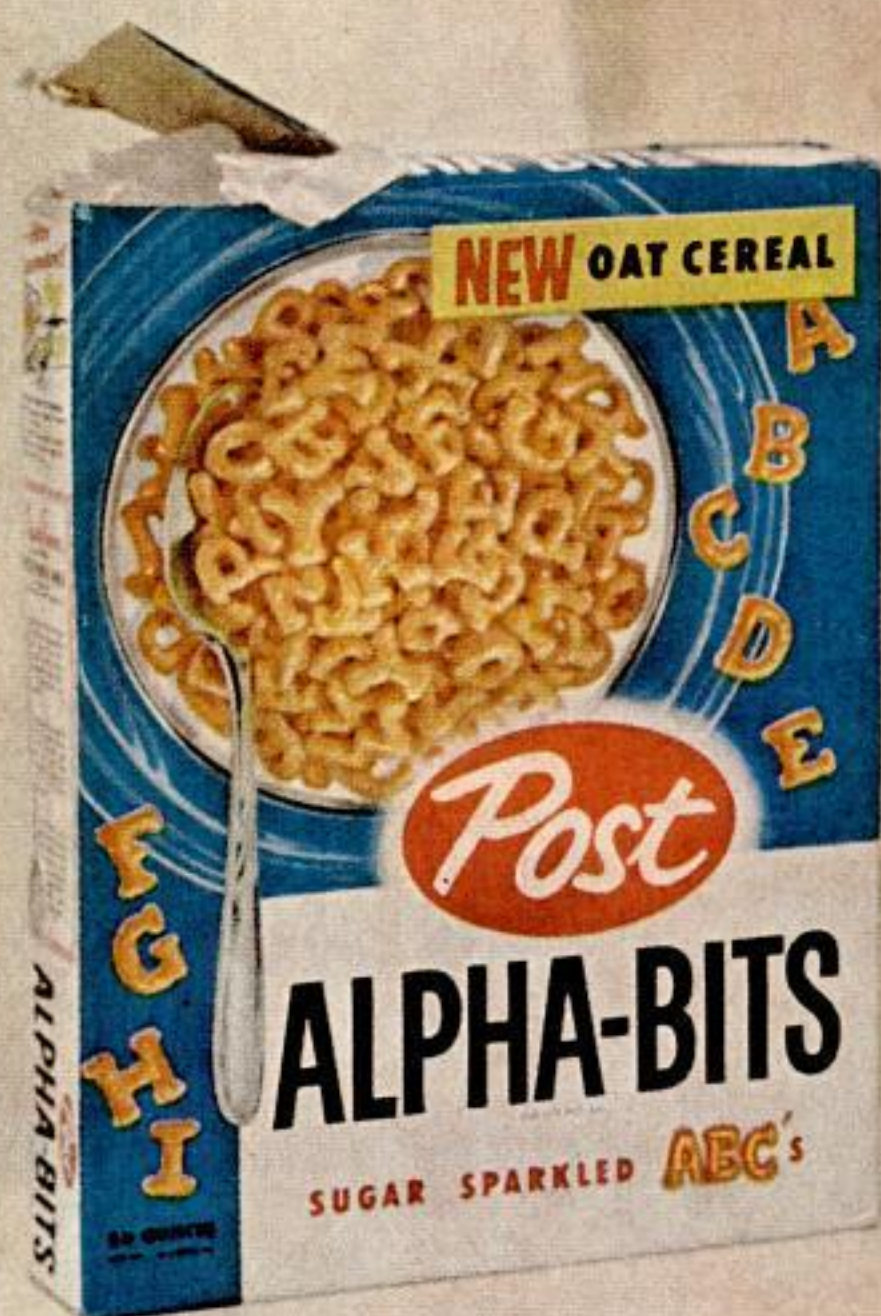
2 Workmanship and Materials
Guaranteed Covers all defects in materials and workmanship.

3 Complete Satisfaction Guaranteed
All adjustments prorated on tread wear and based on current selling price without trade-in, less any pre-valuing adjustment allowance.
(*In Ohio only, Complete Tire Service Guarantee under proper and normal operating conditions.)

Men of action just happen to get their

ENERGY from new **Post Alpha-Bits**

New power-packed oat cereal that's fun to eat! Crispy, sugar-sparkled letters of the alphabet blessed with the high-quality cereal protein of oats. A nourishing way for the whole family to get off to a rousing start.



All Post cereals happen to be just a little bit better!

Bonn's Busy Storm Center

I'M not a man who has to be sitting at a desk to think up fruitful things," said West Germany's economic wizard, Ludwig Erhard, last week.

Dr. Erhard, the man most credited with Bonn's "recovery miracle," thereupon left his desk at the Economics Ministry and flew to the U.S. to pick up two honorary degrees. He had no idea that his chief, Konrad Adenauer, was about to pull a rug out from under him.

Erhard has long been considered the man most likely to succeed Adenauer as chancellor. But Adenauer was dead against this and attempted to kick Erhard upstairs to the ornamental post of president. But this move failed because of Erhard's wide popular support. Defeated, Adenauer announced he would step down and seek the presidency himself.

But after Erhard left for the U.S. *Der Alte* changed his mind and said he would stay on as chancellor. He was concerned, he said, with the deteriorating international situation. Possibly he was more concerned that Erhard would refuse to rubber-stamp his policies.

Self-assured Ludwig Erhard oozes the cheerful prosperity that he has come to symbolize. He is a one-man super salesman for his philosophy of "socially responsible free enterprise." The philosophy, though tremendously successful, has put him in hot water with just about everyone—except the voters. Industrialists and unions alike fight him over wages, hours and cartels. Farmers fear his tariff cut threats, Socialists distrust his welfare ideas. "Better to fight poverty," he tells them, "than try to distribute it equally."

Yet Erhard is the man that the little German, eating higher on the hog than he ever has before, looks up to. Now the Economics Minister must decide whether to retain his job and not split the party, or quit and rally popular support around himself in opposition to Adenauer. In any event more will be heard from Ludwig Erhard.

RIDING home to lunch from his office outside Bonn, Ludwig Erhard reads a last report before leaving for U.S.

"Some people say I do not like sitting at my desk but it seems to me I still have to do an awful lot of it. Mine is an office where we have discussion. Our meetings do not boil down to my saying something and the others saying, 'Ja, Herr Minister.'"



He can't
get you
out of
his mind...

when Wind Song
whispers
your message

You are unique when you wear
Wind Song... because Prince
Matchabelli created this perfume
to *diffuse differently on each
woman who wears it.*

You are the lovely disturber that
wakens its fragrance to fulfillment.
As it warms against your skin,
Wind Song becomes the warmth
and rhythm of your own special
pulse beat... your pulse beat is
Wind Song come to life.

Wind Song is the subtlest form
of communication between woman
and man. Its lingering and mem-
orable message is you.

Wind Song



BY
Prince Matchabelli

Perfume 3.00 to 25.00
Cologne Spray Mist 2.00, 3.50
Cologne Parfumée 2.00, 3.50

PRICES PLUS TAX





ON the day he left Germany, Erhard talks to West German editors about the new prosperity.

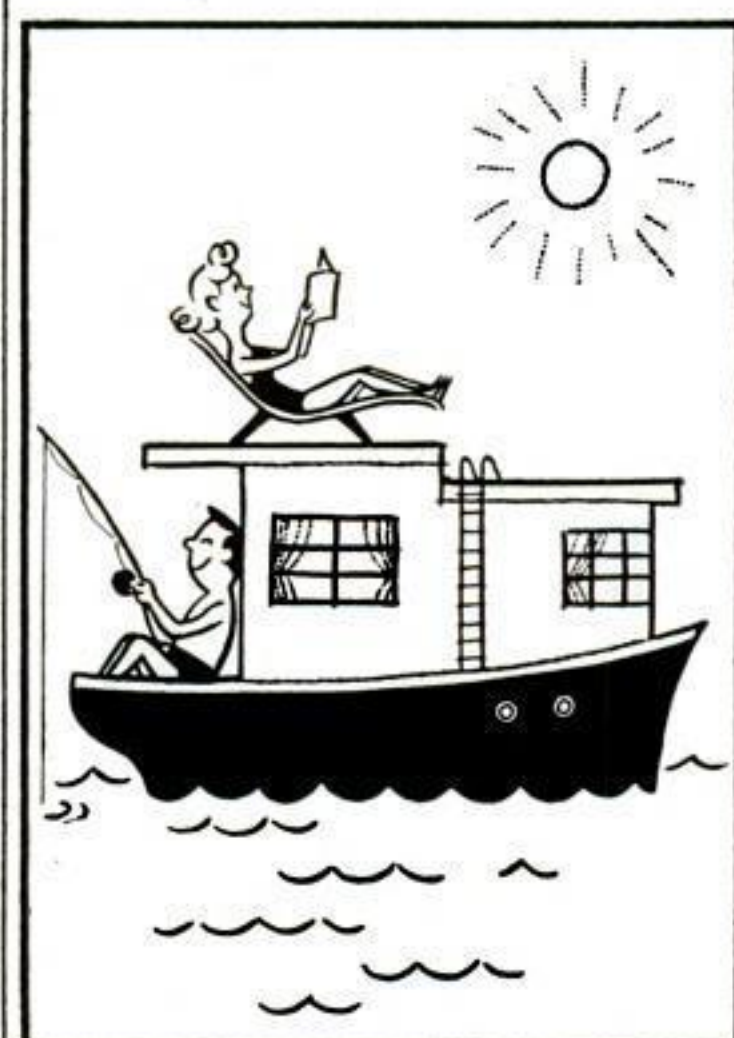
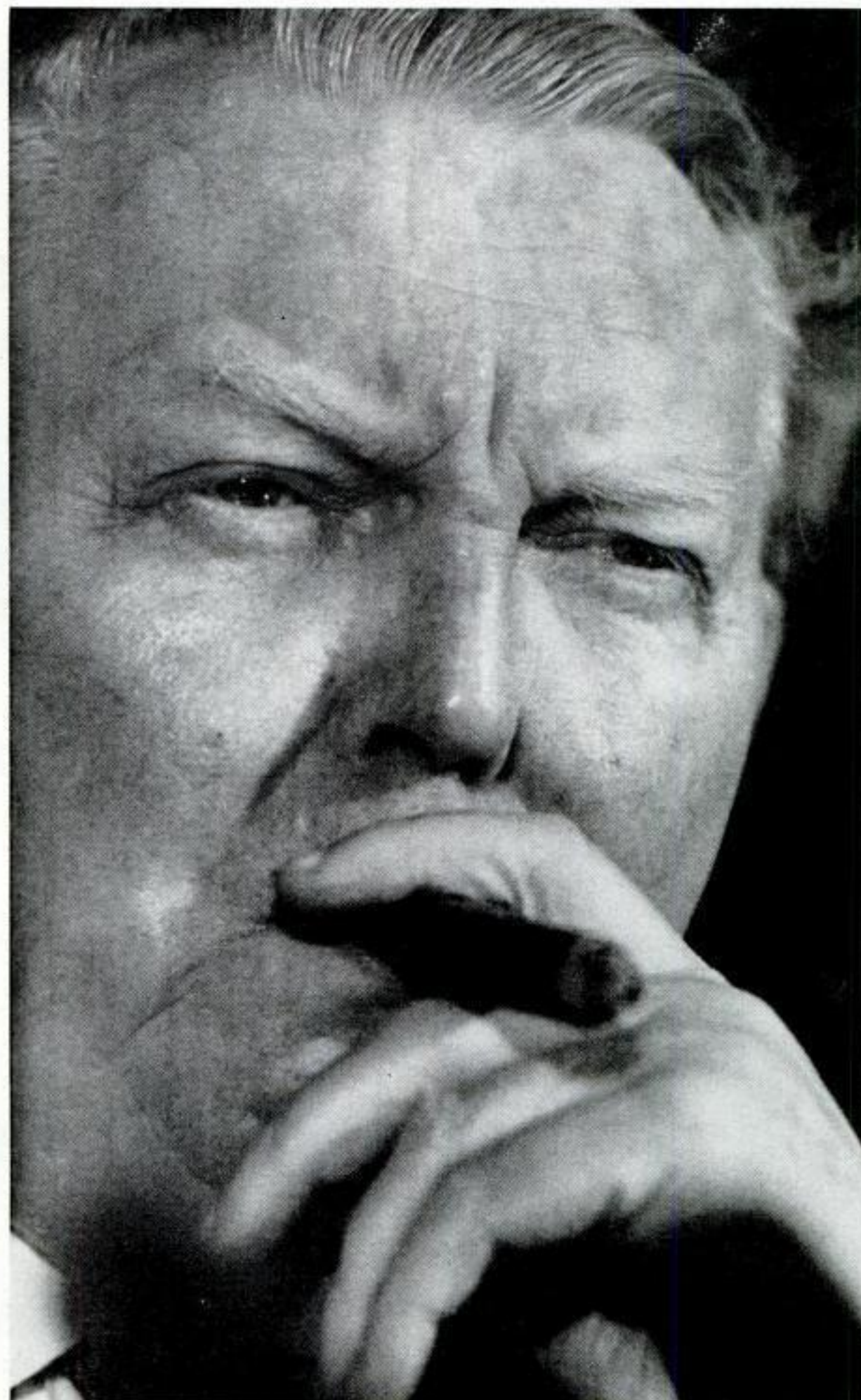
"With their new wealth, Germans must not lose sight of the real values in life—spiritual and

moral. When wealth increases there comes with it the danger of a uniformity and conformity. We want more wealth but not stereotyping. Germany needs individualism, freedom, differentiation and variety."



ERHARD and Adenauer have a heated discussion (above) during 1956 session of parliament. At right, in a Washington press conference last week, the day after Adenauer changed his mind, Erhard ponders a question.

"I certainly would not think of laying claim to the office of chancellor as long as Dr. Adenauer holds that office. I am 5,000 kilometers from Bonn and cannot check up on all the facts. When I return I will see my friends, and naturally Dr. Adenauer, and see what decisions must be made. But now I am waiting quietly and with good nerves to see what comes next."



house furnishings, incinerators,
sprinklers, zippers, carburetors
whatever you need —



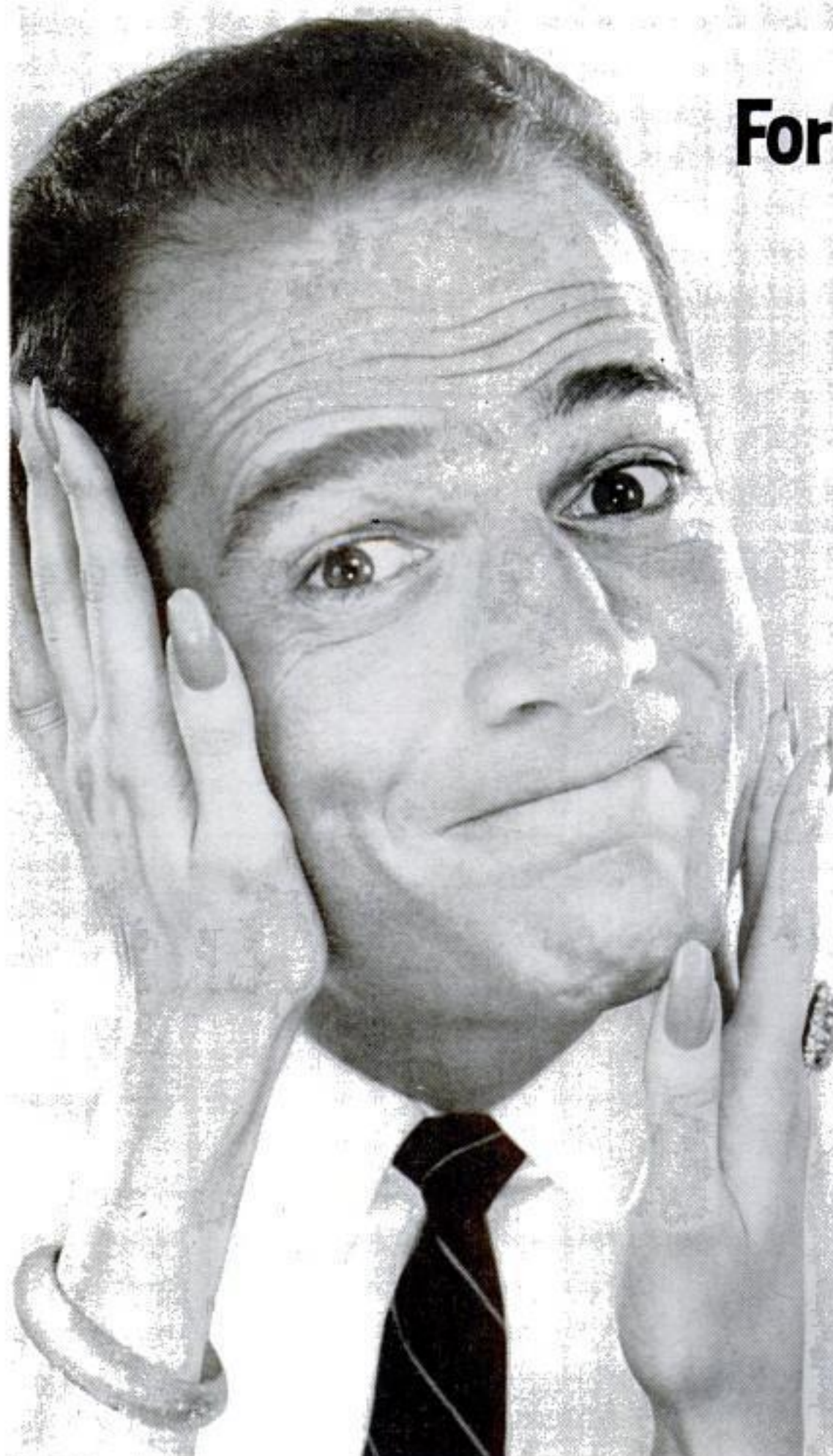
Advertisers displaying this emblem
make your shopping easy.

CONTINUED



ON eve of trip to America, Erhard shops for neckties (above), buys flowers from street vendor. A market-research expert for 16 years, he still checks prices in person.

"I love to do my own shopping. Whenever I go I have a discussion with the shop people on selling methods, prices and the economic situation. I like to approach people directly and not learn my facts from only statistics but through direct contact."



For the shaves of his life ... and the life of his shaver—any shaver!

From start to finish ...



Pre-Electric Shave Lotion—Sets up wilted whiskers for closer, easier electric shaves. Gives "clean-washed" feeling. Cooling, refreshing. \$1



Shaving Powder Stick—Dries perspiration and facial oils for smoother shaver glide. No-leak, no-spill container, with push-up base. \$1



After Shave Lotion—Special formula, with exclusive GRL100, freshens face. Crisp, masculine aroma. Use after every shave. \$1 plus tax



Shaver Saver* Tune-Up Formula...for "dull" shavers. Cleans, sanitizes with 2-X Germicide. Speeds up shaver, restores whisker-cutting power. \$1

*TRADE MARK



For Father's Day, Graduation
— any Gift Occasion!

Brighten his morning shaves with Shaving Powder Stick, After Shave Lotion, Shaver Saver, and extra double-duty brushes. Beautifully gift packaged.

\$3.00
PLUS 10¢
FED. TAX.

Sold and recommended by

REMINGTON

World's leading manufacturer of electric shavers

Products of **Remington Rand Electric Shaver**, Division of Sperry Rand Corporation, Bridgeport, Conn.

COOL OFF WITH LIPTON ICED TEA—CASH IN ON LIPTON'S \$50,000

MAKE-AN- CONTEST



\$50,000 IN PRIZES!

First Prize \$25,000
Second Prize \$5,000 cash
Third Prize \$1,000 cash

10 4th Prizes . . . \$500 cash each
30 5th Prizes . . . \$100 cash each
1,100 Cash Prizes . . . \$10 each

EASY CONTEST RULES. HURRY! CONTEST CLOSING JULY 31, 1959.

1. Write the number of the statement that best describes why you like Lipton Iced Tea in the space provided on the official entry blank or on a plain piece of paper.

(If you choose Number 7, fill in your own statement in space provided.) Complete in 25 words or less the following: "The reason I most like Lipton Iced Tea is NUMBER _____ and here's why:

2. Print your name and address clearly. Submit as many entries as you wish, but each entry must be accompanied by a Lipton Tea or Tea Bag box top.

3. Send your entries to: Lipton Tea, Box No. 279, New York 46, N. Y. Entries must be postmarked no later than midnight July 31, 1959 and received no later than August 10, 1959.

4. Contest open to all residents of the United

States with the exception of employees of Thomas J. Lipton, Inc., its affiliates and advertising agencies and their families.

5. Entries will be judged by the Bruce Richards Corporation on the basis of originality, sincerity and aptness of thought. Judges' decision will be final. Duplicate prizes will be awarded in case of ties. All entries become the property of Thomas J. Lipton, Inc. None will be returned.

6. Winners will be notified by mail no later than September 15, 1959.

Prizes will be awarded as listed hereon. Complete list of winners available to those sending stamped, addressed envelope for same.

7. This contest is subject to Federal, state and local law.



1,143 chances to win a cash prize!

Cash prizes let you decide what to buy! Maybe that long-awaited trip to Europe, a college education for the children, your dream house, or a new car . . . you name it!

So easy—make an X and write 25 words!

Just make an X in the box next to the statement that you think best describes Lipton Iced Tea. Then dash off a few words telling why you think so.

If you have a better reason, write it in and put an X in box Number 7. It's that simple!

Enter today—as many entries as you like! Be sure to enclose a top from any Lipton Tea box with each entry.

Get your pencil! Your X may mark the winner!

"I like Lipton Tea because it's:"

- 1 ☐ So refreshing! Nothing beats the heat like a frosty glass of Lipton Iced Tea!
- 2 ☐ Brisk in flavor! The clean, fresh taste of Lipton Iced Tea makes the best meal taste even better!
- 3 ☐ Wonderfully cooling; quenches my thirst completely—the most satisfying summer drink ever!
- 4 ☐ Low in calories—non-filling! Only 4 calories to a glass—with sugar, only 22.
- 5 ☐ Economical! Imagine enjoying so much refreshment for less than 2¢ a glassful!
- 6 ☐ Made with exclusive "Flo-Thru"® Tea Bags with 4 brewing sides for more brisk flavor—better tea!
- 7 ☐ I've got a better reason! (Just write it on entry blank; mark Number 7 in space provided.)

OFFICIAL ENTRY BLANK

Lipton Tea, Box No. 279, New York 46, New York.

The reason I most like Lipton Iced Tea is NUMBER _____.

If you choose Number 7, write your own statement here.

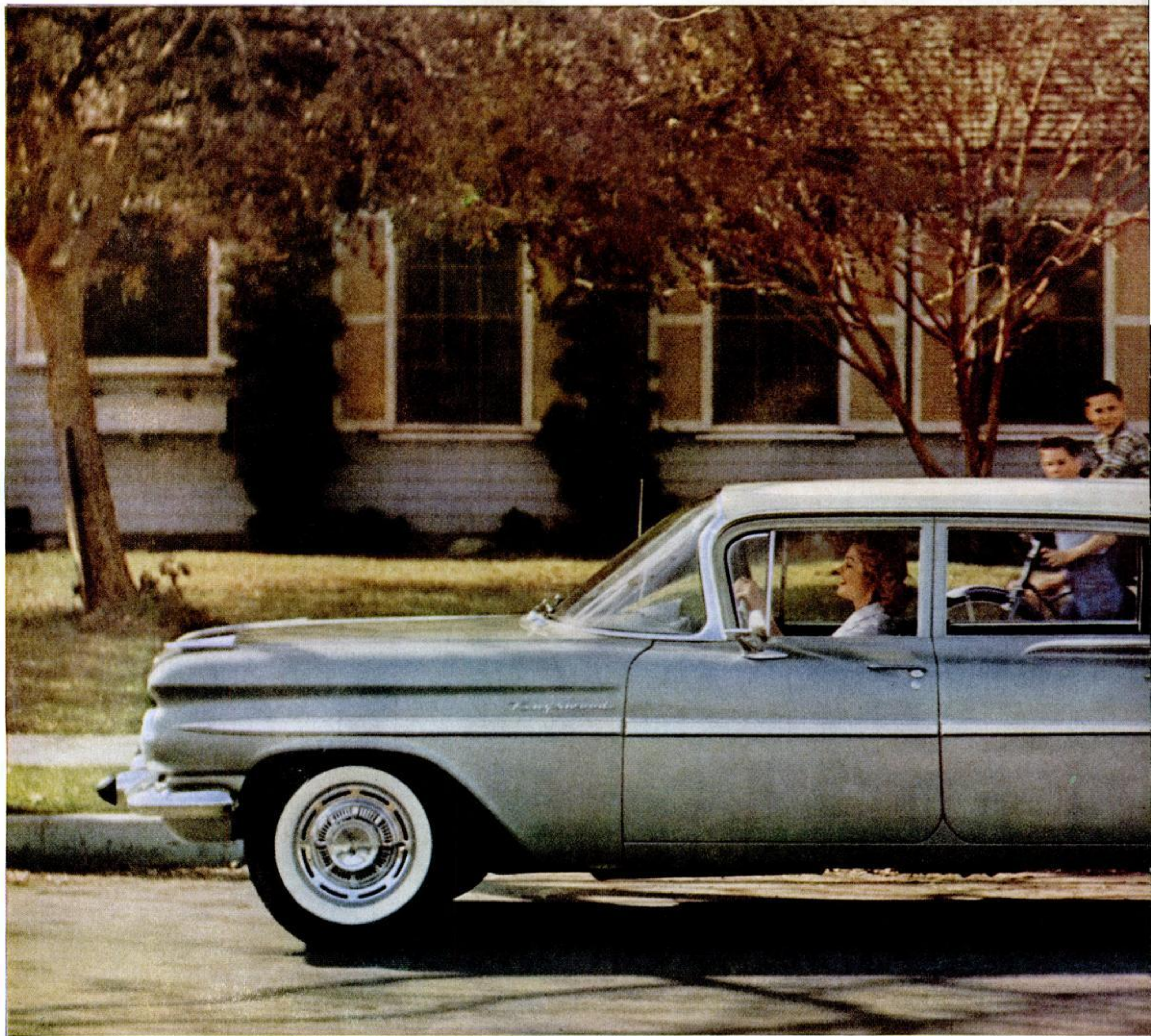
☐ HERE'S WHY (25 words or less): _____

NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____

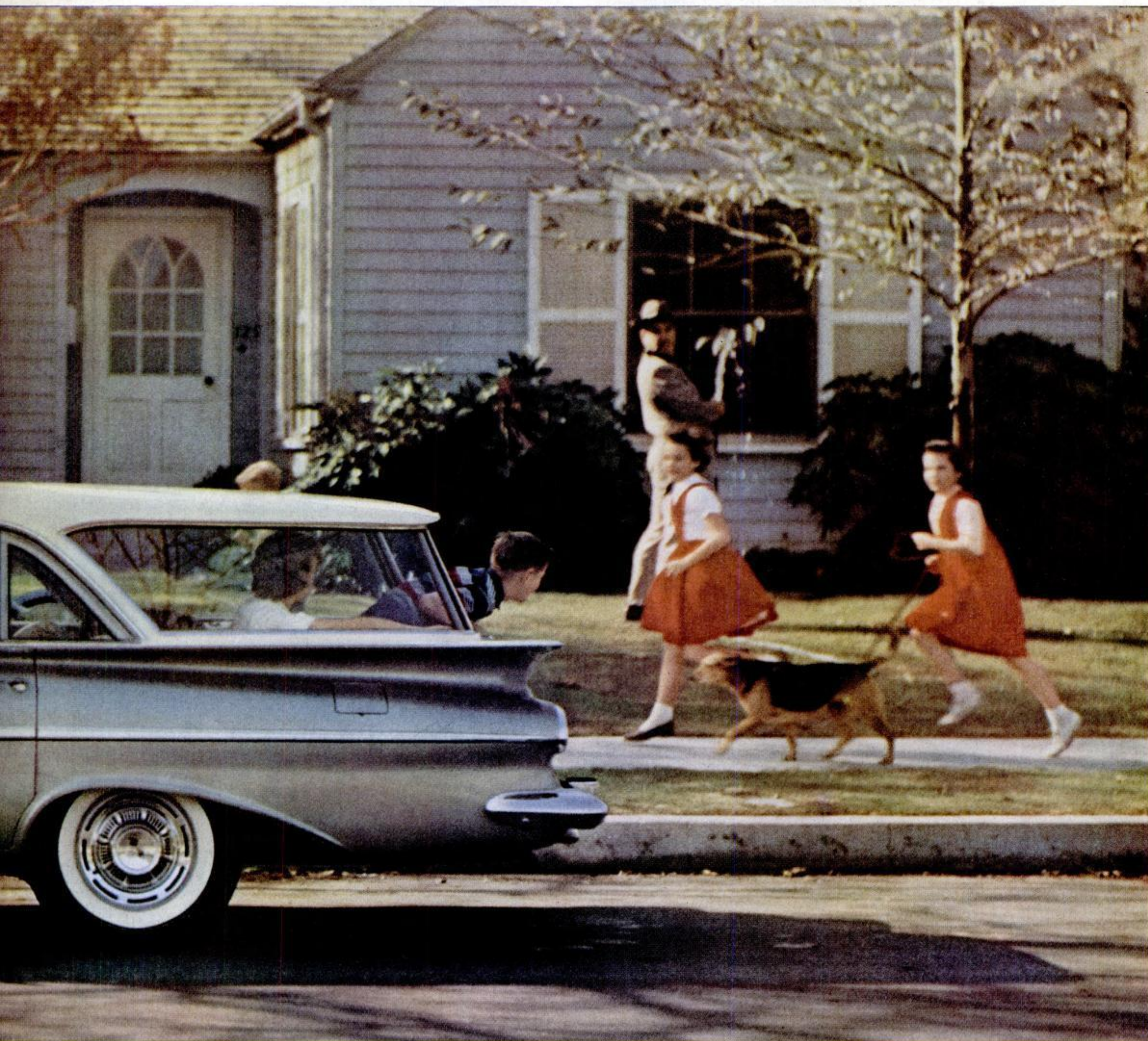
Each entry must be accompanied by a Lipton Tea or Tea Bag box top.



*If the Joneses haven't got one,
it's their turn to catch up!*

Frankly, if there's any more anyone could want in a car, we'd like to know what it is. Ride, room, really fresh style—this new Chevy's got 'em all. Plus such basic bene-

fits as bigger, safer brakes, easier steering and those not-to-be-overlooked standbys—economy and dependability—you've come to take for granted in a Chevrolet.



The new Kingswood—one of five Chevy wagons—is unmistakably '59 in every modern line.

Your dealer's waiting to show you why these advantages are converting the owners of so many other makes—low priced and high priced as well—to the new Chevrolet!

Slimline design—fresh, fine and fashionable with a practical slant.

Roomier Body by Fisher—wider interior, more luggage space, plus that famous Fisher Body soundness.

Sweeping new overhead curved windshield—and bigger windows—all of Safety Plate Glass.

Hi-Thrift 6—up to 10% more miles per gallon, improved normal-speed performance.

Vim-packed V8's—eight silk-smooth versions to choose from, 185 to 335 h.p., up to 11.25 to 1 compression ratio.

Full Coil suspension—further refined for a smoother, steadier ride on any kind of road.

Easy-Ratio steering—brings you reduced wheel-turning effort, new ease of handling.

Magic-Mirror finish—a new type that keeps its shine without waxing or polishing for up to three years.

New, bigger brakes—deeper drums with better cooling for safer stopping and up to 66% longer life.

Triple-Turbine Turboglide, Powerglide and air conditioning head a full list of extra-cost options that make for happier driving.

Chevrolet Division of General Motors, Detroit 2, Michigan



The car that's wanted for all its worth!



Taste these new Kraft Caramel Sauces!

**We make them for you
from our own caramel candy recipe**

You've never been able to get sauces like these before! They're rich with true caramel flavor — really luscious. Just pour them over ice cream, puddings, custards for wonderful new desserts.



Try Kraft's new fruit toppings!

KRAFT STRAWBERRY TOPPING is made with juicy, red-ripe, sliced strawberries.

KRAFT PINEAPPLE TOPPING is made with sun-ripened golden Hawaiian pineapple. You'll love their appetizing color, their good natural-fruit taste.



FROM A LEDGE ON THE FAMILY RANCH NEAR DENVER JOHN EVANS JR. AND SR. SURVEY THE ROCKIES. IN RIGHT BACKGROUND IS 14,260-FOOT MT. EVANS

GREAT FAMILY: EVANS OF DENVER

The descendants of a notable Colorado pioneer vigorously carry on his master-building work

By the laws of economics, geography and logic, Denver should never have become a city—and might never have been without the famous ancestor of the two men above. John Evans was a doctor turned public servant when he arrived in Denver in 1862, appointed by President Lincoln as governor of Colorado Territory. Denver was enjoying a gold rush, but by 1867 the gold was gone and a Union Pacific executive scornfully called Denver "too dead to bury."

John Evans stayed, though he could easily have returned to Chicago where he had made a lot of money in real estate and had high standing as a medical pioneer. He had helped found the town of Evanston and Northwestern University. But he had fallen in love with the Rockies. Taking the words "Develop the country!" as his motto, he led the little

group which brought in the railroads that kept Denver alive, founded the University of Denver—and left his family name all over the place.

The Evanses are still Colorado's first family—and one of the great families of America—because for nearly a century successive generations have heeded the governor's motto. His grandson (*above, right*), also named John Evans, now head of the family, is president of Colorado's biggest bank and chairman of its chief railroad. His great-grandson, yet another John Evans (*above, left*), is president of the board of trustees of the University of Denver, president of the Evans Investment Company and—like other members of the family—active in civic affairs.

Since Denver's shaky start, the Evans family has helped make it the center of the Rocky Mountain region and one of America's finest cities.



GOVERNOR JOHN EVANS, 1814-97



MRS. JOHN EVANS, 1830-1906



SETTLERS ASSEMBLING FOR COUNCIL WITH INDIANS, 1864

FRONTIER DENVER to which Governor Evans and his wife Margaret came in 1862 was still harassed by Indians. Evans held peace talks with them, and made a treaty with the Ute chieftain Ouray. For his family he built one of the first

brick houses in Denver (far left in picture above) and later donated \$2,000 toward the first Methodist church, across the street. For years he gave at least \$100 to every new church built by any denomination anywhere in Colorado.

Foundation for a future by doers who dreamed

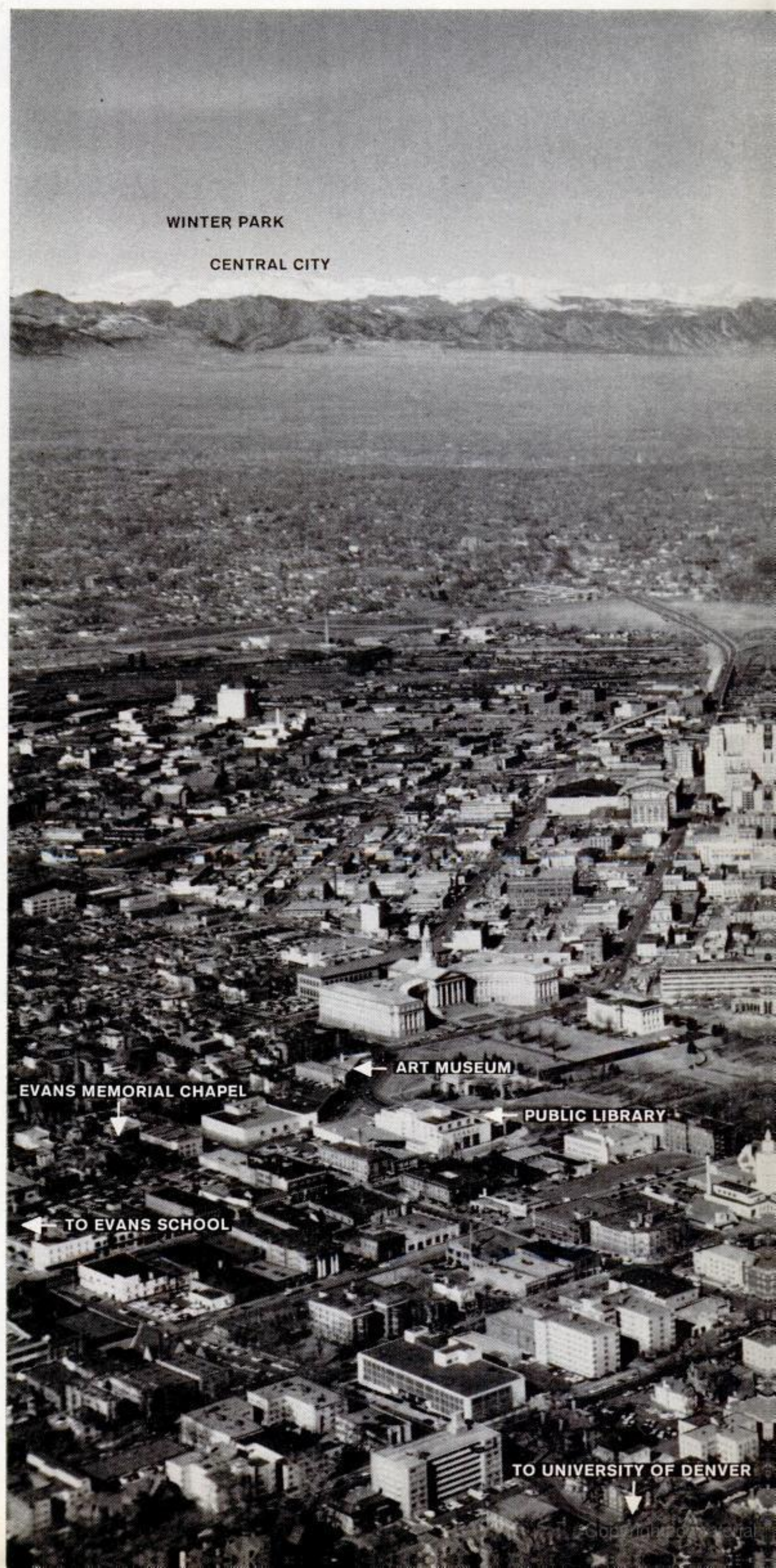
Cut off on the west by the huge barrier of the Rockies, on the east by hundreds of miles of dry plain, and lacking any sizable water supply, Denver in its first decade had very few of the assets that a city needs. The greatest single contribution that the first John Evans made to Colorado was to develop Denver as a railroad center. He helped build four lines. The first, joining the transcontinental at Cheyenne, saved Denver from oblivion. The second and third made it an outlet for rich mining lodes in the Rockies. His fourth created a north-south line that tied the city to the trading wealth of the Gulf Coast ports.

The governor's son, William Gray Evans, was a prime force in digging the Moffat Tunnel so that Denver could have a direct line west. "They were dreamers and believers in the future," says William Evans' son, the present family head. "My father died financially exhausted but with great faith that his dreams would become a reality. How much finer to leave that kind of heritage than to bequeath a great fortune."

Such dreamers have left the family imprint everywhere (*view at right*). The latest landmark is the \$16 million home of the First National Bank, which was opened last August; its 437 feet make it the tallest building in the Rocky Mountain region. Since 1928, when John Evans became its president, the bank's deposits have risen from \$31 million to \$279 million.



NEO-SPANISH HOME of John Evans Sr., 74, and wife Gladys bounds lily pool on two sides. A founder of the Colorado Forestry and Horticulture Association, Mrs. Evans has long worked to improve the area's trees, parks and gardens.





WILLIAM GRAY EVANS, 1855-1924



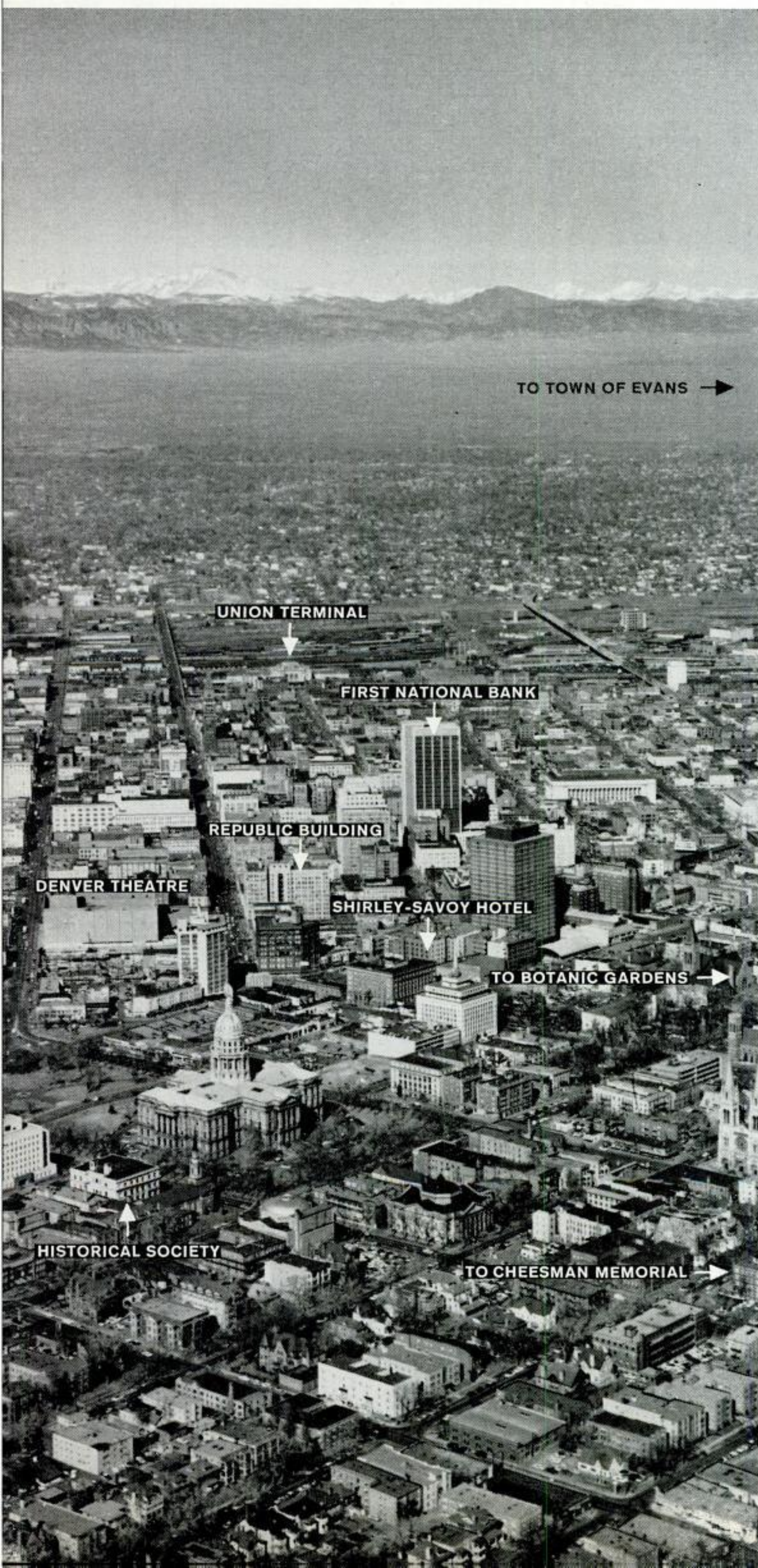
ANNE EVANS, 1871-1941



EARLY BUILDING OF THE UNIVERSITY OF DENVER, 1880

GROWING DENVER gained much from the Governor's children William and Anne. William headed the tramways, led the struggle to complete the Moffat Tunnel and was president of the University of Denver's trustees for 27 years.

Anne, who never married, devoted her life to cultural and intellectual projects that ranged from improving Denver's parks to developing the city's art museum and library system and being cofounder of the Central City festival (pp. 108, 109).



NEW GENERATION is represented in family board room, where John Evans Jr. is flanked by two brothers-in-law, Hudson Moore Jr. (left) and Frank Freyer. The large folders on the table contain details about the family's realty holdings.

EVANSES' MARK ON DENVER is shown by the 16 institutions and buildings marked on this aerial photograph of the city looking northwest toward the Rockies, with the business section in the center of the picture. Some of the 16 are named for the family. Others are owned in whole or part, and the rest of them are places which the family either worked to build or on whose boards various of its members now actively serve. The Cheesman Memorial commemorates the pioneer Walter Scott Cheesman, father of Mrs. John Evans Sr. His portrait hangs in the board room (picture above) of the family realty companies.



EVANS FAMILY CONTINUED

An assembly of three present generations



ELDER DAUGHTER of the present family head, Alice Evans Moore, stands with her husband Hudson and daughter Barbara at their home in Denver.



SISTER of family head, Mrs. Roblin Davis, spends much time on the Evans ranch. She has been a lifelong supporter of Denver's musical activities.

IN AN ASPEN GROVE on family ranch Anne Evans Freyer, the younger daughter of the family head, stands with her husband, Frank, and their six children. From left, the children are: Barry, 12; John, 11; David, 2; Cornelia, 7; Connie, 14; Gladys, 5. Mr. Freyer heads a family realty company. The lower parts of the aspen trunks are dark because elk come down out of mountains and nibble on them.



FAMILY HEAD, John Evans Sr., stands beside his wife Gladys and her dog Frosty McTwiddles in the drawing room of their Denver home. They started

building their home on what was then an open prairie nearly 50 years ago and greatly extended it in subsequent decades as their own family grew larger.

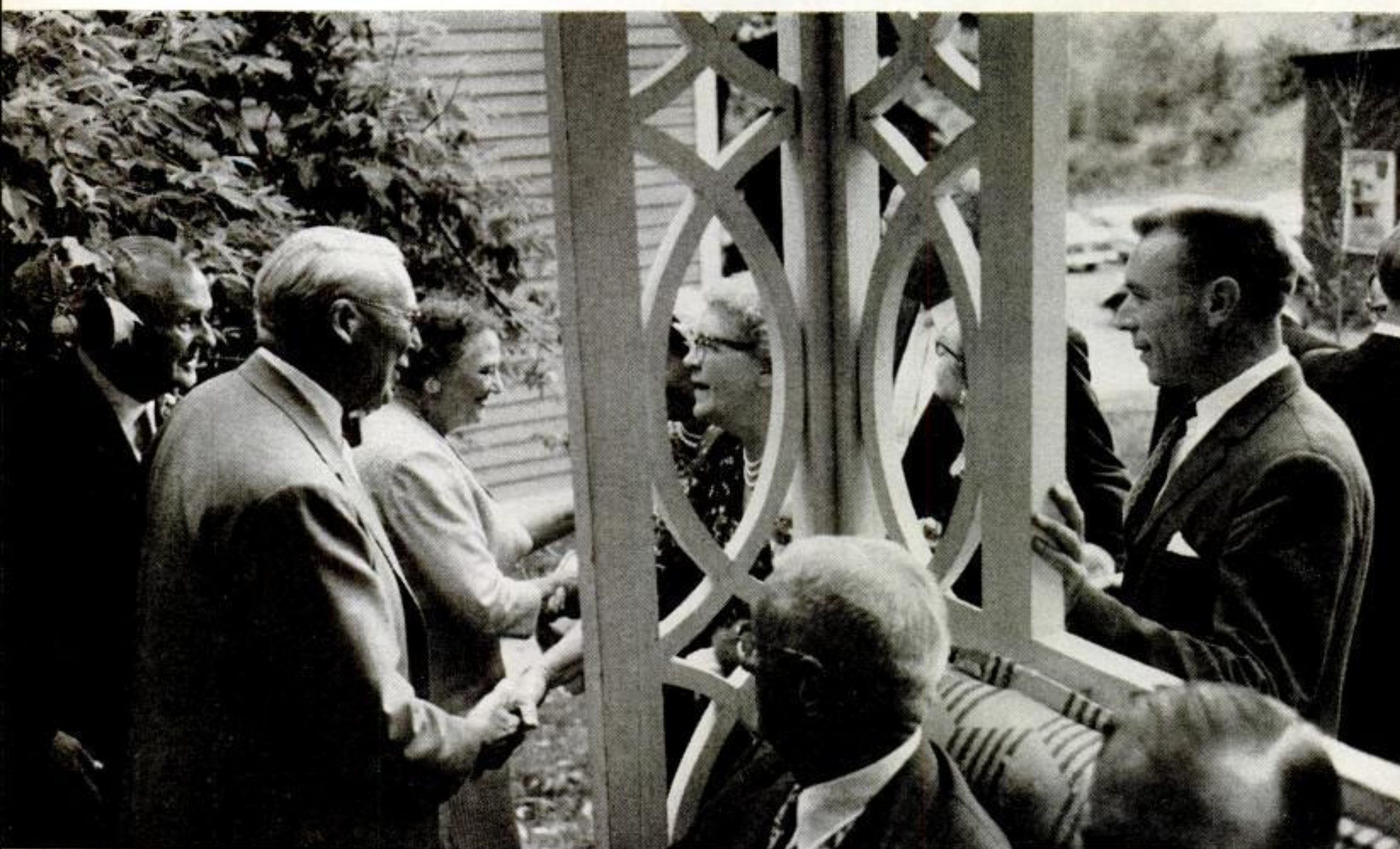
A restoration sparked by spirit

Central City's world-famous summer festival is probably the most widely known of the Evans family accomplishments. The old Rocky Mountain mining center, 34 miles from Denver, was almost a ghost town when Anne Evans took over the deserted Victorian opera house where Edwin Booth and Sarah Bernhardt once appeared. Miss Evans was determined to restore the old glory. John Evans, her bank-president nephew, recalls her coming into his office to tell him about it. "But you can't afford to restore Central City," he protested. "Never

mind," Aunt Anne answered. "We'll do it."

The whole family has helped support Central City's activities. Last summer an Evans played a special role at Central City when John Evans' granddaughter Barbara (*below, right*) scored a hit as the ingenue in a new play, *And Perhaps Happiness*, which had its world premiere at the opera house.

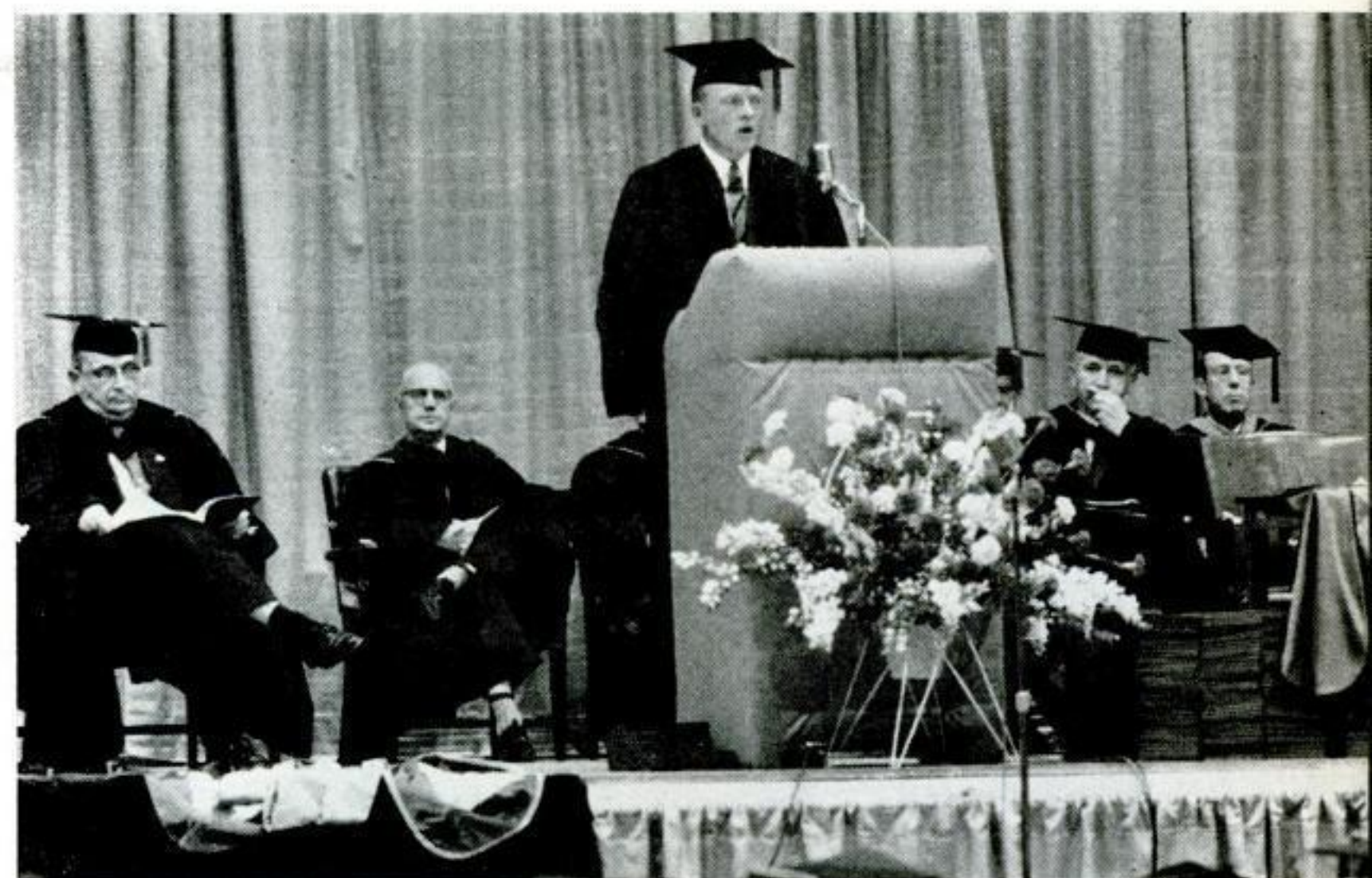
Anne Evans also believed that southwestern American art "should become a part of the national consciousness." She left a valuable early collection of it to the public (*far right*).



AT CENTRAL CITY, Mrs. Evans Sr., framed in lattice, greets Banker John Peyton before dinner her husband gave for members of Federal Reserve Board.

PRESIDING AT DINNER, John Evans Sr. listens to William McC. Martin, Federal Reserve Board chairman. At left is festival star Cyril Ritchard.





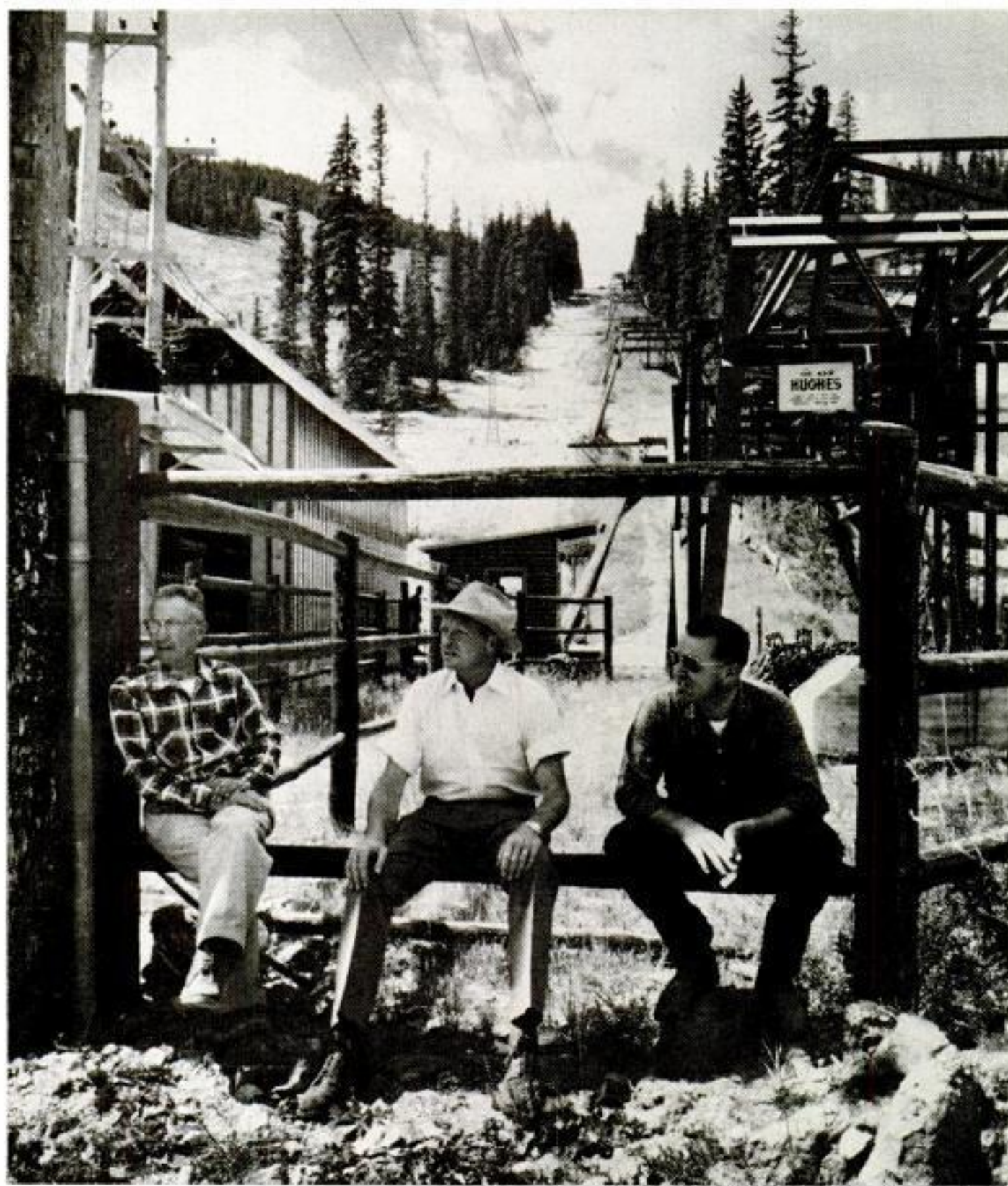
AS UNIVERSITY TRUSTEE, John Evans Jr. delivers "charge to the candidates" at commencement exercises of University of Denver. He represents the fourth generation of his family to serve as president of the institution's board.



AS ART PATRON, Anne Evans, a bust of whom is at right, gave a fine collection of early Spanish-American religious art to Denver Art Museum. Three-foot-high statue, called a *bulto* and carved in 18th Century, is St. Francis of Assisi.



GREETING HIS GRANDDAUGHTER Barbara, John Evans Sr. smilingly congratulates her after successful premiere of play in which she starred. Behind Barbara is her husband, Barney Brown, a senior director of Pasadena Playhouse.



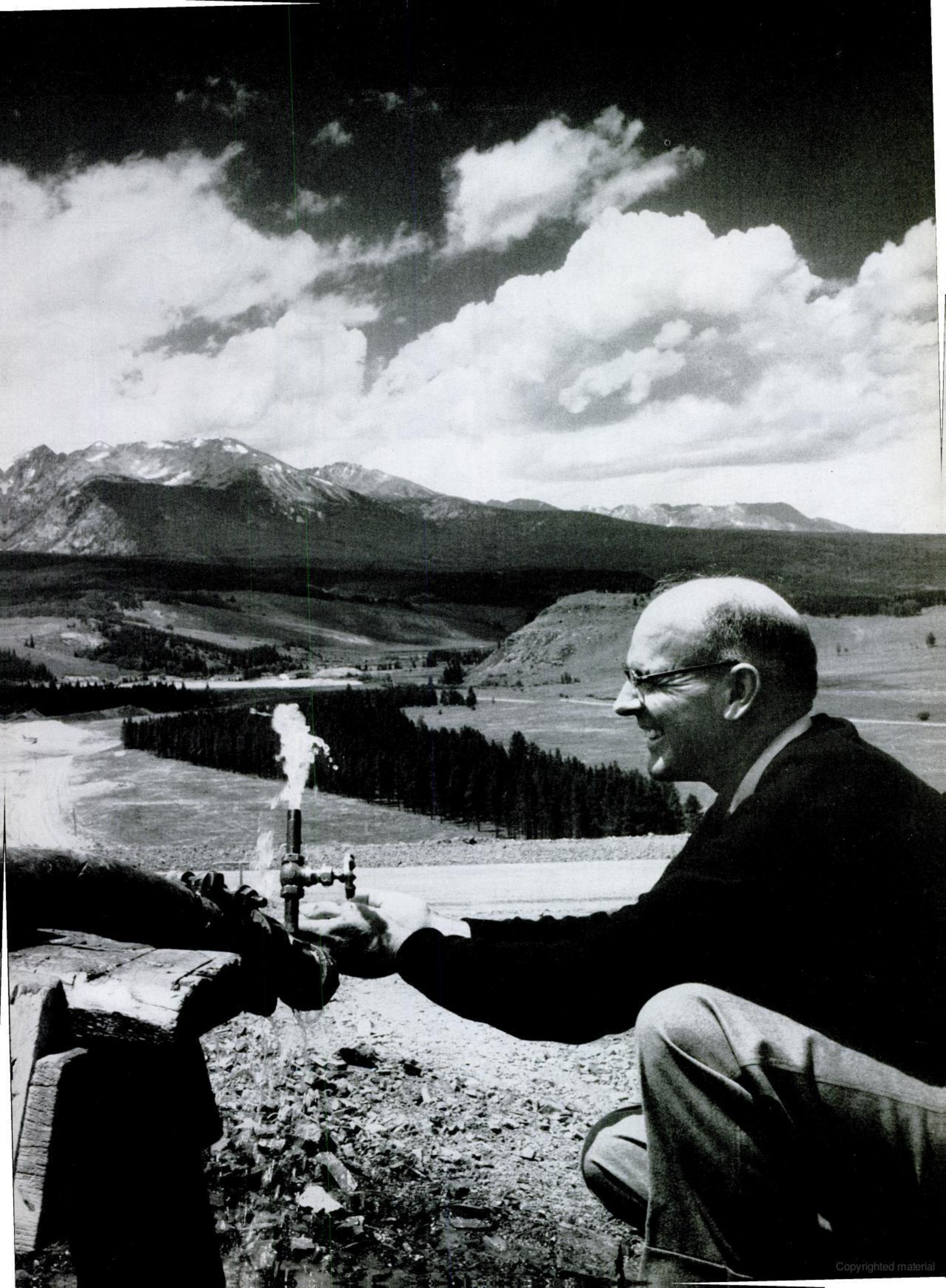
AT WINTER PARK, noted skiing site northwest of Denver which he has been very active in developing, John Evans Jr. sits with Bob Wood (*left*), assistant manager of the ski area, and George Engel (*right*), who is head of the ski school.



AT MOFFAT TUNNEL, John Evans Sr., chairman of Denver and Rio Grande, and G. B. Aydelott, the line's president, wave at emerging California Zephyr. Evans' father helped build tunnel; he himself helped bring line out of bankruptcy.

AT WATER PROJECT near Dillon, west of Denver, Hudson Moore cups hands for a drink. Moore is on Denver's Board of Water Commissioners and as president for three years directed its \$130 million expansion. Entire valley seen here will be a reservoir when dam is built. "Our program for Denver," says Moore, taking the Evans family long view, "will take care of the city's water needs for the next two generations."





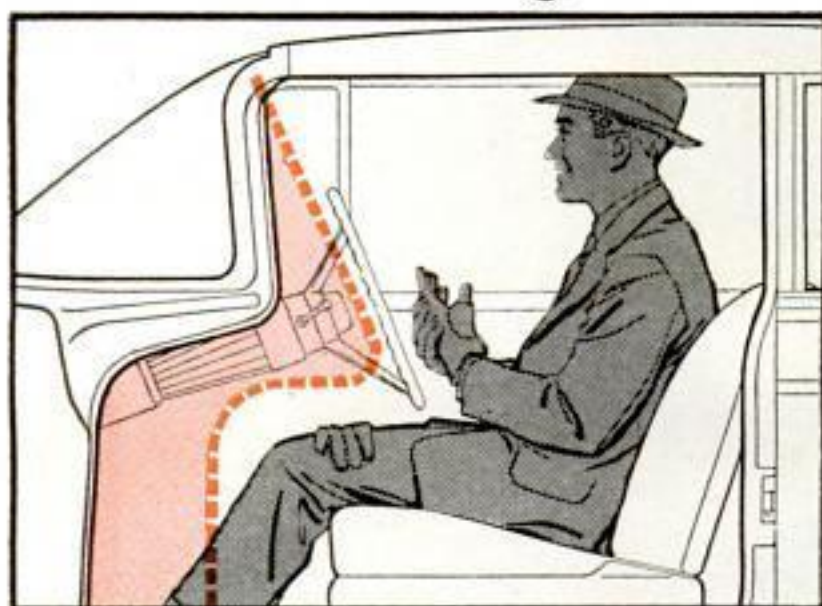
Look



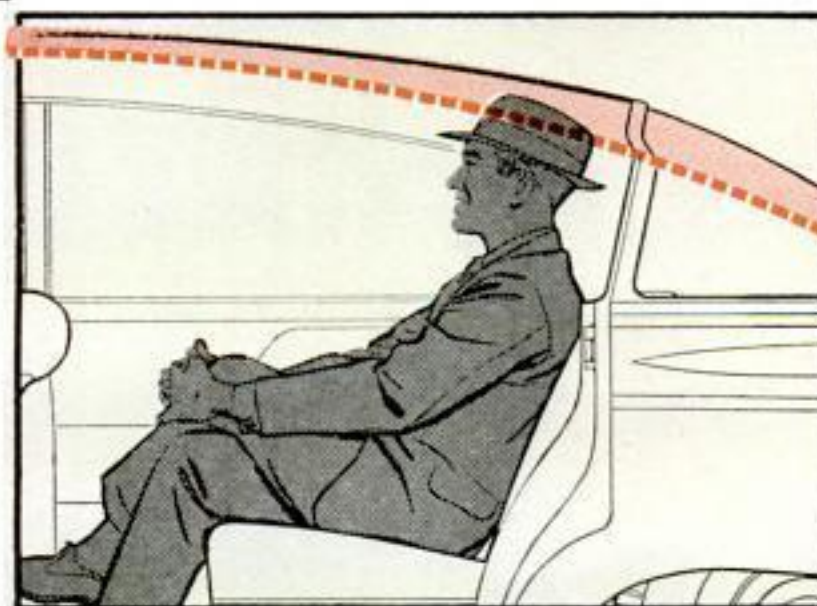
No jutting pillars to guard against when you get in and out.

No squirm,

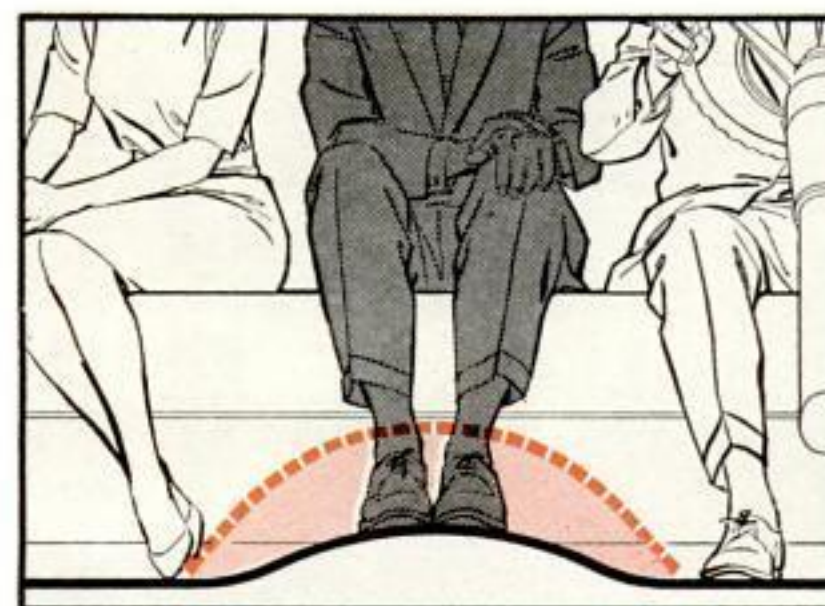
Make these comparisons with any competitive car



Door openings have been widened —makes getting in and out much easier. And no jutting door post.



See how much more head room there is in the Ford Family of Fine Cars—even for six-footers.



A break for the "middle man"—the floor hump has been cut way down to provide plenty of leg room.



Look at all the knee room up front. No overhanging instrument panel to crowd front seat passengers.



Notice how many new cars you have to step down into? Not in the Ford Family of Fine Cars.



Seats in the Ford Family of Fine Cars are designed to be chair-high. You sit in a natural sitting position.



No lack of comfortable seating space even for the man in the middle.



No uncomfortably low roof line to make you duck your head.

No squeeze, No squash

No compromise with comfort in the Ford Family of Fine Cars

Measure any of the 1959 Ford Family of Fine Cars against other cars. You'll be amazed at the difference in interior spaciousness. You'll be equally astonished at the ease of entry and exit.

That's because at Ford Motor Company we design cars to fit people. Not people to fit cars.

We know Americans love their comfort. They hate to be hemmed in. That's why we've done everything

possible to provide more head room, more elbow room, more leg room than ever before.

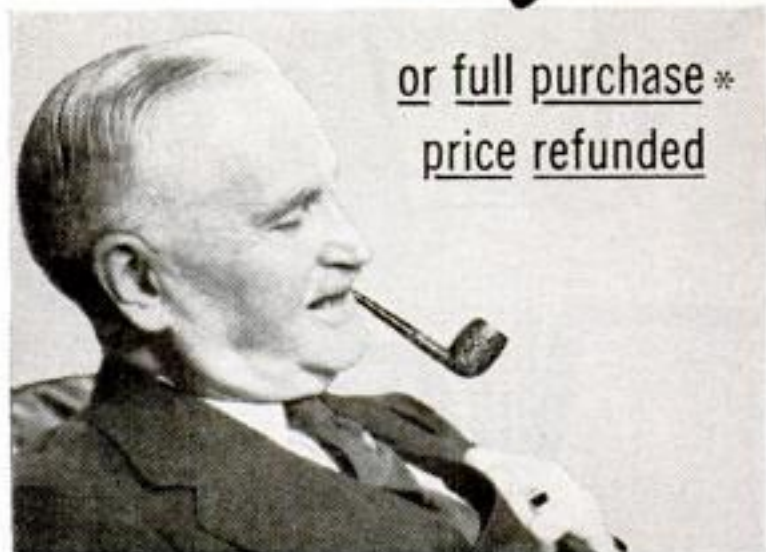
See for yourself. Visit any of our dealers' showrooms. Compare and be convinced. There's no compromise with comfort in the Ford Family of Fine Cars.

FORD MOTOR COMPANY
The American Road, Dearborn, Michigan

FORD • THUNDERBIRD • EDSEL
MERCURY • LINCOLN • CONTINENTAL MARK IV

We Guarantee

Dad will love this gift



or full purchase *
price refunded

It's Medico's new Guardsman Filter Pipe. Five new features give full protection and enjoyment. Win converts to the pleasures of a pipe. Earn high praise from veteran pipe smokers.

New construction makes it the best smoke ever! Greatest feature of all is Medico's changeable filter. When this turns brown, it's thrown away with nicotine, tars, juices, flakes trapped inside.



Give your Dad a Guardsman!

*If after smoking Guardsman for 14 days he's willing to part with it, he can send it back to Medico for full purchase price. Money-back guarantee certificate with every pipe — at your dealer's.



MEDICO

Guardsman

FILTER PIPE

MEDICO PIPES INC., NEW YORK 22, N.Y.

THEATER



AS A LOVE-HUNGRY PRINCESS, CAROL BURNETT IN SHOW BELLOWS SONG ABOUT HERSELF IRONICALLY CALLED "SHY"

Singer and Song Writer

NEW STAGE STAR BELTS TUNES BY NEW RODGERS

A pair of melodious damsels, both 28, joined last month to make New York's nights ring with sweet music and launch what looks—and sounds—like two bright theater careers. A pleasant new musical called *Once upon a Mattress* made a singing star of Carol Burnett and a full-fledged show-tune writer of Richard Rodgers' daughter Mary. The musical is a sexy spoof on a famous old fairy tale, *The Princess and the Pea*. As the heroine, warm-voiced Carol, whose nightclub rendition of *I Made a Fool of Myself over John Foster Dulles* delighted the Secretary of State himself (LIFE, Aug. 19, 1957), manages to be rowdy and romantic at the same time.

The songs she sings are tuneful—as might be expected of a Rodgers. But Mary has developed an inventive and vigorously graceful style that is all her own. She has written words or music for children's songs that Bing Crosby and Mary Martin have recorded, but her score for *Mattress*, written with Lyricist Marshall Barer, is her first success in the adult field.

COMPOSER Mary Rodgers sings a ditty from her show to her children, Kim, 3, Nina, 5, Tod, 6.



Four fabulous sauces Start with a cup of Ann Page Mayonnaise or Salad Dressing!



For Seafood: To 1 cup Ann Page Mayonnaise or Salad Dressing, add: 2 tablespoons horseradish, 3 tablespoons minced parsley, 2 teaspoons minced onion, 1 teaspoon lemon juice.



For Vegetables: To 1 cup Ann Page Mayonnaise or Salad Dressing, add: 1 hard-cooked egg, minced, 3 stuffed olives, minced, 1 tablespoon *each* minced onion, green pepper and grated Parmesan cheese.



For Meats: To 1 cup Ann Page Mayonnaise or Salad Dressing, add: 1 tablespoon salad mustard, 1 tablespoon Worcestershire sauce, 3 dashes Tabasco sauce, 1/4 cup minced parsley.



For Fruits: To 1 cup Ann Page Mayonnaise or Salad Dressing, add: 2 tablespoons finely minced maraschino cherries, 1/2 teaspoon finely grated lemon rind, 2 teaspoons lemon juice.

With one cup of smooth, delicious Ann Page Mayonnaise or Salad Dressing and a *few* simple additions, you can create these four deliciously different sauces! Easy to make with these Ann Page favorites . . . and keyed to *your* taste. Choose Mayonnaise for suave, delicately-seasoned flavor, Salad Dressing if you prefer a mildly tart tang. They're made of fine ingredients, blended to enhance any salad any time!

proves...

**ANN
PAGE**

*Fine Foods
Needn't Be
Expensive*

Ann Page Mayonnaise and Salad Dressing are made in A&P's own modern Ann Page Food Kitchens, sold only at A&P. This eliminates needless in-between expenses and you share the savings.



Among the other 33 fine foods in the famous Ann Page family are such favorites as: Preserves, Prepared Beans, Peanut Butter, Macaroni Products, Prepared Spaghetti, Sparkle Gelatin Desserts and Puddings, Tomato Soup, Ketchup, Spices, Extracts

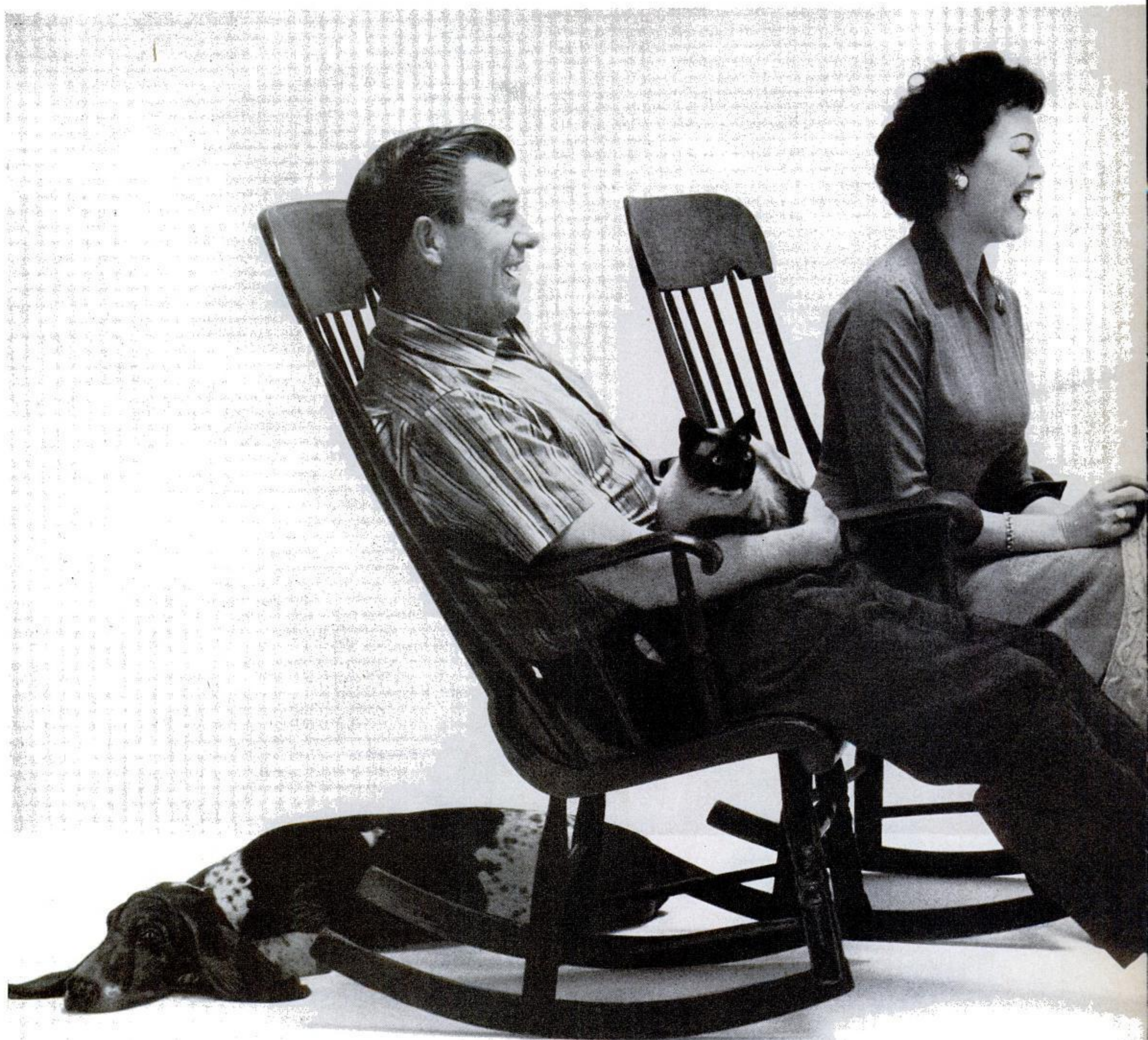


AMERICA'S DEPENDABLE FOOD MERCHANT

A&P

100th
BIRTHDAY
Celebration

1859-1959

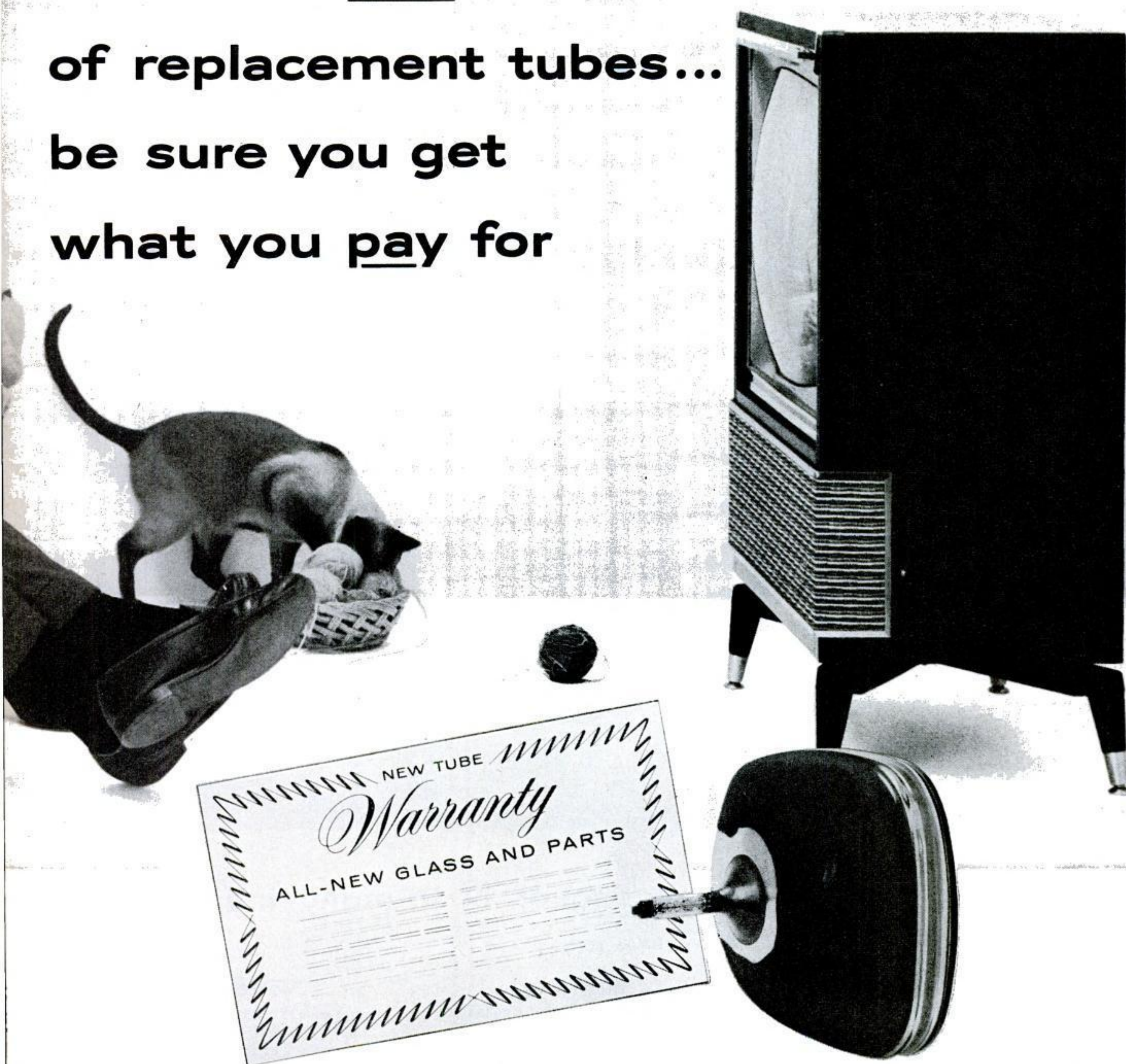


An all-new tube is your best value... Look for the ALL-NEW Warranty

There are two kinds of television picture tubes on the market. One is the brand-new, all-new kind just as you would have if you bought a new 1959 set. The other is a rebuilt or reconditioned tube which has its place, when you buy it for exactly what it is.

TV PICTURE TUBE NEED REPLACING ?

There are two kinds
of replacement tubes...
be sure you get
what you pay for



Your TV serviceman now has an important new ally in assuring your confidence when you choose an all-new tube. The all-new warranty tab, for you to mail back to the manufacturer, spells out its pedigree of all-new glass and all-new parts.

The special reason this is important is that

technology has rapidly advanced in the manufacturing operations which serve the television industry, and previous abilities to assure uniform quality are being far exceeded today.

Today's brand-new tubes represent your best assurance of viewing pleasure. So when

your present TV picture tube starts to fade, fog or fuzz, look for an all-new tube replacement that bears the all-new warranty tag.

This advertising message is presented by Kimble Glass Company, maker of scientific and electronic glass products, a subsidiary of Owens-Illinois, Toledo 1, Ohio.



YOU GET THE SOLID QUALITY OF BODY BY FISHER.

Why Pontiac has captured the imagination of so many, many people (a very *complete* story)

Why does a person take to one make of car, admire it, talk about it and desire it, yet feel no affinity at all for many others?

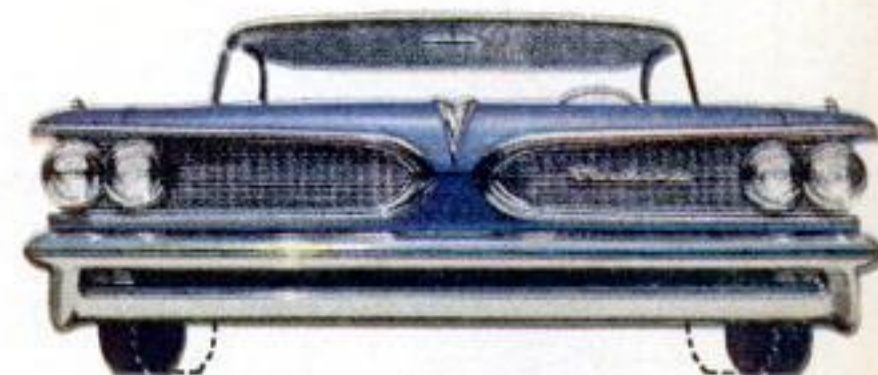
The answer, we feel, lies in the *complete* car. The car as a total unit, a composite of *all* the elements of style and operation.

Pontiac this year is winning a *complete* victory as a *complete* car. The sleek, restrained styling has a completely pleasant effect. No gaudy gingerbread. No bizarre bric-a-brac. Just delightful harmony. *Complete* harmony.

Mechanically, it is a most satisfying car to handle and ride in. The Wide-Track Wheel design makes every driving movement easier, more secure, solid. There's a feeling of confidence and authority on Wide-Track Wheels.

Have your nearest dealer bring a bright, brand-spanking new one by your house this week. For the *complete* effect, drive it well and long. (Demand is heavy, but we can have yours to you in time for plenty of summer driving pleasure.)

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION



THE ONLY CAR WITH WIDE-TRACK WHEELS

Dotted lines show conventional wheel positions. Pontiac's wheels are five inches farther apart. This widens the stance, not the car. Pontiac hugs tighter on curves and corners. Sway and lean are considerably reduced, ride is smoother, balanced, steadier.

PONTIAC!

America's Number ① Road Car!

3 Totally New Series • Catalina • Star Chief • Bonneville

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A Big British Win for a Young Yank

Deane Beman, a 21-year-old junior from the University of Maryland, went to England for the Walker Cup golf matches as the low man on the U.S. team. He played as a substitute in a singles match and, having won that, decided to stay on and try his luck in the British Amateur. He was given almost no chance at all on the Royal St. George's course with its deep roughs and capricious winds. But with deadpan concentration and a devastatingly accurate putter, young Beman breezed through his seven matches and became the youngest player ever to win the coveted British Amateur championship.

After a hero's welcome in Washington, D.C., Beman caught five hours of sleep, was out on the greens again the next morning where with a one under par he qualified easily for the biggest of them all—this week's U.S. Open.

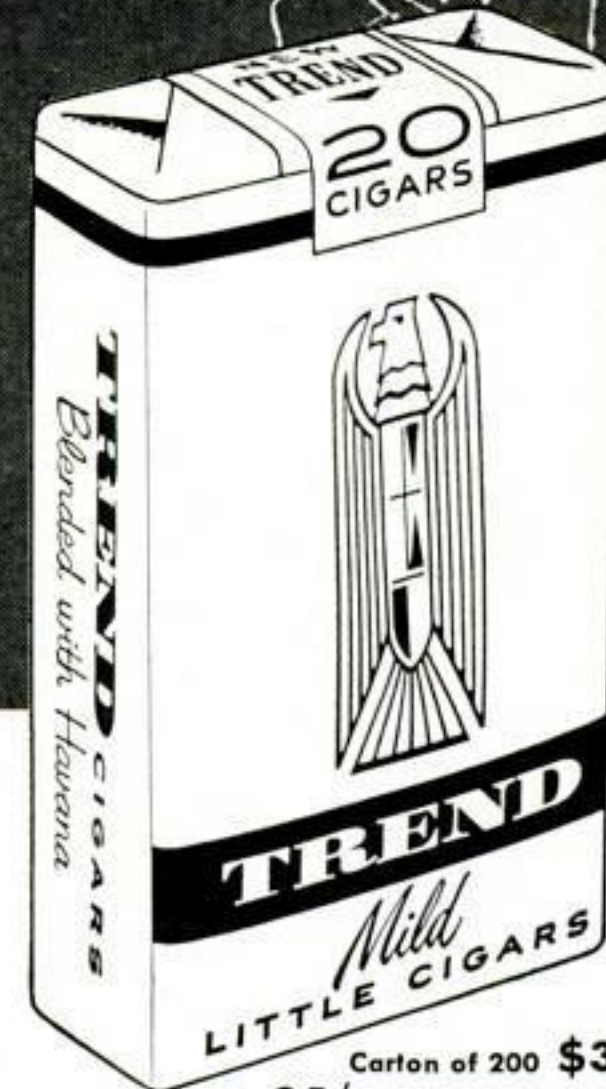
WINNING IN ENGLAND. Beman stands poised between putts in his final match. He beat another American, Bill Hyndman.

BACK IN U.S., BEMAN PROUDLY WAVES BRITISH AMATEUR TROPHY OVER WIFE'S HEAD AT WASHINGTON AIRPORT



For Father's Day **MILD LITTLE CIGARS**

YOU NEED
NOT INHALE TO
ENJOY THEM



Carton of 200 \$3.25
35¢ for Humidor Pack of 20

TREND

This Father's Day, give Dad a carton of TREND, the new, *milder* little cigar in the *modern* size. He'll enjoy their perfect combination of true cigar flavor and gentle mildness. And he'll like their convenient, modern size . . . long enough for complete satisfaction . . . short enough to enjoy no matter how busy he is. 100% cigar tobaccos clear through, including the uniform tobacco wrapper. A truly rewarding smoke—yet you need not inhale to enjoy them. Stephano Brothers (Cigar Division) Phila. 7, Pa.

FREE
TREND cigar holder included
with every carton



FATHER'S DAY
Carton of 200 cigars \$3.25

WHY NOBODY CAN

Everyone frets over where it all goes, but it isn't moral collapse—just

IN St. Louis there lives a young man of 28 who, in the opinion of his contemporaries, really has it made. This young man has a special gift for technical writing: the articles and brochures on complicated equipment and procedures which modern industry needs in such quantity. As a result he has moved up rapidly and now finds himself earning \$12,000 a year. This startles and pleases him. "Ten years ago," he says, "I figured that \$12,000 was on a block of Easy Street that I'd be lucky to reach by the time I was 50, if ever." But it also greatly worries him, in a way that his envious friends probably never suspect.

At least once a week this young man sits down with paper and pencil and draws up a balance sheet of the family finances. He has done this so many times that he knows the figures practically by heart. But he is moved to repeat the process over and over by a kind of fearful and deadly fascination which the figures possess for him. "I feel," he says, "that some hidden, mysterious, cancerous element is eating away at my income—and that I would solve my problems if I could only find it, recognize it and blot it out." On his optimistic days he cannot bring himself to believe that he is really so financially insecure as his figures tell him. On his pessimistic days he foresees a future when he will sink deeper and deeper into this unfathomable morass. He is not a particularly extravagant young man and not noticeably neurotic, but he privately admits that his budget has got him down.

As can be seen from the box on page 126, the young man and his wife figure that expenses which they cannot possibly reduce in any way eat up \$905.77 of his \$1,000-a-month salary. They allow themselves \$65 a month for the baby sitters, the once-a-week restaurant meal and the liquor which they consider a minimum reasonable amount of social life and entertainment. Total outgo: \$970.77. Left over: \$29.23.

The young man grinds his teeth and says, "Even \$29 a month isn't a decent cushion between fixed costs and ruin—and most months the \$29 just seems to evaporate anyway. We have absolutely no savings. All sorts of problems loom ahead. Now that we have three children, our house is no longer big enough for us. But all we have in it is a \$1,000 equity, which isn't enough for a down payment on a bigger house. In the meantime our present house is getting to the point where it's going to need some expensive maintenance. I have to drive to work and we really need a second car for my wife. But we still owe \$1,200 on the one we've got. . . . Well, aside from the present, what am I going to do when the three kids start to school and need additional clothes and maybe tuition? How about when they go to college? What about the time when I retire and my income is shut off altogether? I don't think we have any hope in the world of ever accumulating any substantial savings."



WELL PAID BUT BROKE, U.S. WAGE EARNER BRINGS HOME GOOD SALARY BUT WATCHES IT FUNNEL OFF INTO CAR PAYMENTS, HOUSE

SAVE ANY MONEY

that spending often makes more sense than thrift

by ERNEST HAVEMANN

While many readers of this article who have to struggle along on far less than \$12,000 a year may be tempted at this point to send the young St. Louisan a long-playing record of *Hearts and Flowers*, his is in many ways a typical 1959 American family. Most of us are making considerably more money than we would ever have guessed five or 10 years ago and far more than our grandfathers ever dreamed of making. Our pay checks say we are rich. The monthly bank statement and the stack of unpaid bills on the pantry shelf say we are stony broke. We have to ask ourselves a sad, bewildered question: "Where does the money go?"

Marriage counselors state flatly that money, not sex, is the greatest cause of trouble between American men and their wives. (Usually one spouse thinks the other is so extravagant as to be hell-bent for bankruptcy and an indigent old age. Sometimes, on the other hand, one spouse considers the other too stingy to take advantage of all the delightful new ways which have been devised to spend money pleasantly.) Whenever the pollsters have tried to find what the nation is most worried about, finances have ranked at or near the top of the list. In the world of business, it is one of the great ironies that among the most prosperous of all firms in this period of unprecedented prosperity have been the banks, small loan companies and automobile finance companies which specialize in supplying money to people temporarily or permanently afflicted with the shorts.

Those statistics on savings

THOSE of us who keep wondering where the money has gone are frequently aggravated by items in the financial pages of the newspapers. AVERAGE MAN SAVES 7% OF SALARY, the headlines are likely to say, OR NATIONAL SAVINGS REACH RECORD \$630 BILLION. Apparently everybody but us is taking advantage of the national prosperity and stashing money away like crazy. What is wrong with us that we have no savings accounts, no stocks and bonds, no Mason jars full of \$100 bills buried beneath the garden walk? Are we extravagant? Improvident? Immoral?

We may be all these things but we are certainly not unique, all the statistics on the financial pages notwithstanding. The statistics, indeed, are thoroughly misleading. It is true that Americans are now saving at the rate of \$18 billion a year—but only if you accept the statisticians' definition of savings. As these experts figure it, any reduction of a debt is listed as a saving. In other words, the extravagant rascal who goes from bank to bank and from loan shark to loan shark until he has committed his next three years' pay is automatically a big saver thereafter. Every time his creditors catch him and force him to pay back a dollar on his

monstrous debt, he is credited with a dollar's worth of "saving." In a way, of course, this definition is legitimate, but it is scarcely what our forefathers meant by thrift, nor what most of us mean by it today. The man who is in debt up to his eyeballs hardly considers himself a big saver just because he has managed to reduce the debt by \$500 in the past year.

It is also true, at least according to the latest figures of such a respectable statistical agency as the Federal Reserve Board, that the total accumulated savings of Americans amount to \$630 billion, a most impressive sum. There is nothing phony about the definition in this case: the Federal Reserve Board counts nothing but such irreproachable items as cash in the bank, stocks, bonds and the cash value of insurance policies. But an analysis of the statistical tables shows that the total is accounted for chiefly by a relatively few fortunate people, presumably prospectors who struck oil or uranium, authors who wrote five straight best-sellers, corporate executives who got a lucky stock bonus, rich boys who inherited a bundle that father made before taxes, widows whose husbands carried big insurance policies.

At the last count only about 10% of all U.S. spending units (a statistical term which includes bachelors, spinsters and widows as well as families) had \$5,000 or more in savings, and it was this one happy exception in 10 who accounted for most of the \$630 billion total. The majority of Americans, it can be seen in the fine print of the Federal Reserve Board's reports, would have had a hard time scraping up as much as a few hundred dollars in cash, and are only holding this pending the arrival of the bill collector.

Lest all this be considered a sad commentary on the state of thrift in America, it should be noted immediately that, while there are many ways of spending money, there are really only two ways to save it. One is to draw up a rigid budget and stick to it, no matter how often temptation may beckon. The other is to earn so much money that you cannot possibly spend it all, no matter how hard you try. Economists who have studied this subject are in general agreement that the latter method, which they call automatic saving, is the only one, human nature being what it is, that has ever been used by mankind to any considerable degree. Certainly it was fairly common in the U.S. until recently.¹

A half century ago the owner of a thriving small town textile mill had no choice but to bank all his profits over \$10,000 or so. Once he had built a 16-room mansion (cost in those days, a mere \$25,000), staffed it with all the \$2.50-a-week servants it would hold, filled the stables with all the horses and buggies he could possibly use, bought his wife a pair of silk stockings and himself a blue serge suit for every day in the week, and even contracted to take an annual vacation in Europe,

CONTINUED



AND WIFE UPKEEP, SERVICES, TAXES, APPLIANCE PURCHASES, LOANS AND INSTALMENT PAYMENTS—NOT TO MENTION FOOD FOR CHILDREN AND PETS (LEFT)



*"How I use
Murine to
soothe
my eyes
and
so relax
tension"*

CANDY JONES

President of the Conover Career
Girl Course, Inc., New York City.

"I've discovered this refreshing idea to help me during a busy day," says Candy Jones. "I rest my eyes with Murine. Just two drops of Murine in each eye soothes and comforts and helps relax tension." Use Murine to refresh your eyes anytime they have that tired feeling from close work, dust or glare. Murine cleanses gently as it soothes and comforts. Makes your eyes feel so good.

MURINE
FOR YOUR
EYES



The Murine Co., Inc.
Chicago, U.S.A.
*Trademarks Reg.
U.S. Pat. Off.



TOO RICH TO SPEND IT ALL no matter how he tries, the rare man who cannot dispose of his income is only American who has no trouble saving.

WHERE MONEY GOES CONTINUED

practically all avenues of spending were exhausted. Unless he was a man of exceptional ingenuity and vigor, he could only let the rest of his money pile up and draw the 4-5% interest that was then the order of the day. Small wonder that so many great fortunes were founded.

Today, by a strange twist of fate, it is precisely the modern equivalent of the little business tycoon—the executive in a big company—who is most cruelly afflicted by financial insecurity. The graduated income tax has seriously curtailed the modern corporation executive's take-home pay. At the same time there are hundreds of expensive and seductive new luxuries to which he feels, as a successful man, at least moderately entitled. The way things are, practically nobody makes enough money after taxes to spend as much as he would like—or even as much as is needed to preserve a decent amount of face among his fellow business executives.

John L. Handy, a New York City management consultant, was once called upon to track down the sources of poor morale among the executives of a promising little manufacturing company. He found that the seven top men, all earning around \$75,000 a year or more, had not one penny of net savings among them. Only two or three of them owned their own houses. The rest, in ways which they did not quite understand, had managed to spend every cent they made without acquiring much to show for it, and in fact several had big bank debts which proved they had spent considerably more than they had made. This did not at all surprise Handy. It is his experience that very few successful executives are able to save anything out of their pay. In fact, they are lucky to break even.

In 1948 FORTUNE magazine ran a much-cited survey which indicated that it was impossible for a \$25,000-a-year businessman to make ends meet. Today that figure has probably doubled. By the time a \$50,000-a-year man finishes paying his federal income taxes (about \$14,000), state income taxes (about \$3,000 in New York), the taxes and mortgage payments on a \$75,000 house, \$5,000 for servants to run the place, the payments on a \$6,000 Cadillac and a \$3,500 sports car for his wife, the \$2,500 that it costs to send the older daughter to college and the \$1,500 for the younger son at prep school, \$2,500 for insurance, \$2,000 for charity, the \$3,000 that it costs to belong to a golf club in the country and a luncheon club in town, and the \$3,000 or more that it costs him in pocket money just to go to work every day—after these necessities of the very successful executive life he has very little left for anything else. Therefore Handy believes that the flat-broke corporate executive, as incredible as it may seem to his underlings, is more to be pitied than blamed. And since Handy feels that executives need a certain amount of wealth and financial security to keep them functioning at peak efficiency, he often urges corporations to make them a gift of it in one way or another, usually by setting up stock options or pension plans which

**Looking for
a new taste
in mustard?**



A mustard that is shy, retiring, is no mustard at all, says mister mustard. A great mustard should manage to be a delightful contradiction of emphatically hot and delicately mild. mister mustard is perhaps the only such mustard this side of Dijon, France. If you've never tasted it on sandwiches, meat, cheese, salads, you must—soon. Get it in the open refrigerator section of your food market. WRITE FOR FREE 24-PAGE RECIPE BOOKLET. The Frank Tea & Spice Co., Dept. 6, Cincinnati 2, Ohio.

keep me cold and I'll stay hot!
**mister
mustard**

TIME to change to a BRITE WATCH BAND



Go now to your favorite drug, tobacco or sundry store and dress up your watch with a BRITE watch band. Your choice of many styles in metal expansion leather and nylon—for every member of the family.

\$1.00 \$1.50 \$2.00

Ask for **BRITE** Watch Bands
PROVIDENCE 9, RHODE ISLAND

HANDLE LOOSE?



Reset it solidly with Plastic Wood for a permanent job! Sticks to metal, wood, stone.

For surest results always use GENUINE
PLASTIC WOOD
Handles like putty—hardens into wood!

CONTINUED

LEÇON FRANCAISE DE L'AUTOMOBILE *or, how to make your driving fun again.* **L'ÉCONOMIE:** get

up to 40 mpg; go on a week-end trip on one tankful of gas; use the savings to buy things you've been putting off!

Le Confort: 4 doors for easy-out, easy-in; astounding head-room, foot-room; fatigue-free riding.

LA MANEUVRABILITÉ: scoot in, around, through and out of heavy traffic easily; turn effortlessly; only 155 inches (!) of car to park. **Le Dealer Network:**

over 800 coast-to-coast sales, service and parts headquarters, 150 more in Canada. **La BEAUTÉ:** styled in Paris, made in France;

six solid colors to choose from,

handsome contrasting upholstery.

LES EXTRAS: very sporty sliding sun-roof,

Ferlec automatic clutch, both

optional. **LA GRANDE DIFFÉRENCE:**

EVERYTHING YOU WANT IN A CAR

(INCLUDING A 7 CU. FT. TRUNK) AND YET ONLY \$1645.*POE N.Y.

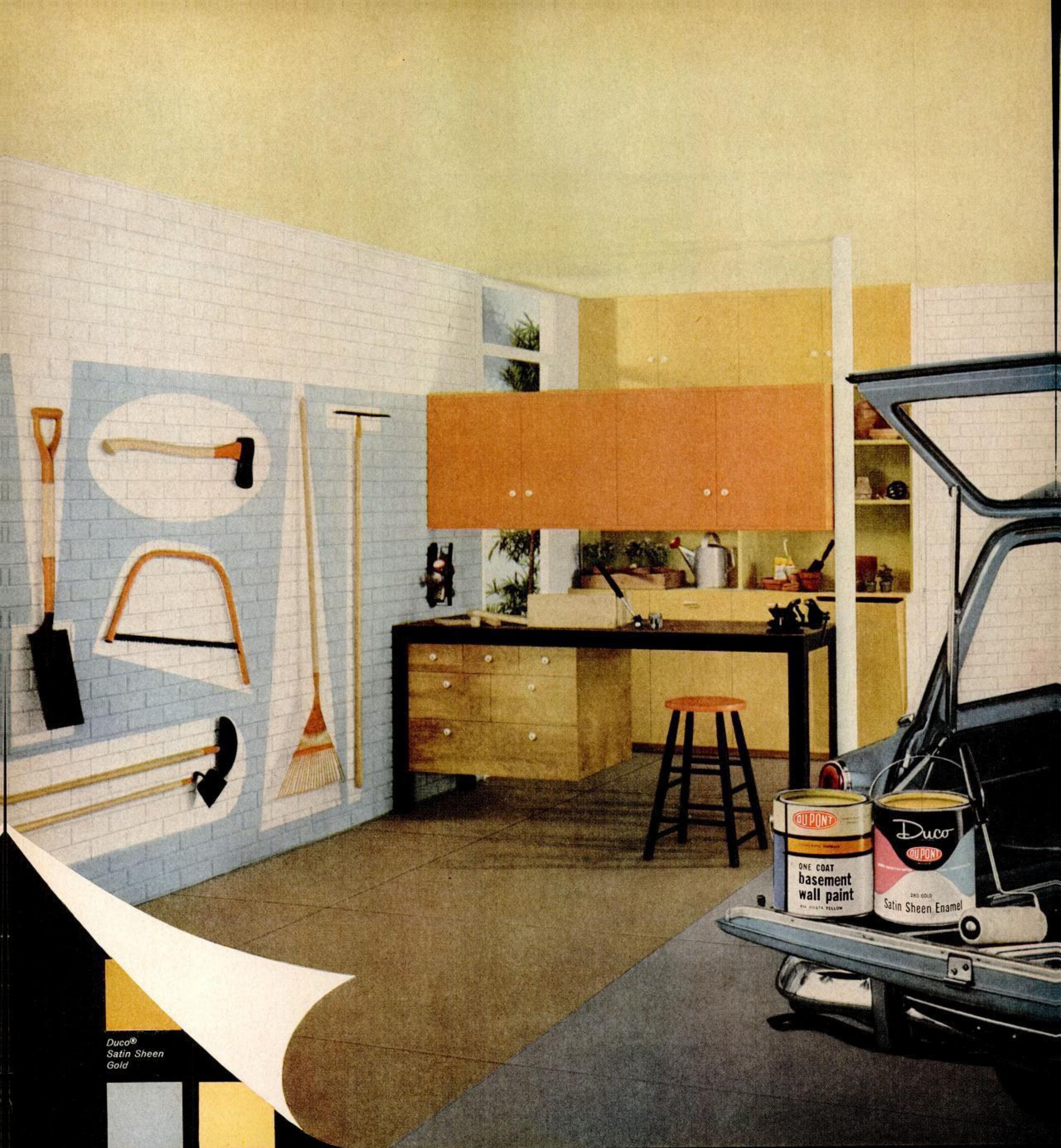
Le Next Step? See

your nearest Renault Dealer for a test drive. You'll be pleasantly surprised at how much fun is waiting for you - HONEST!

Le Car Hot: RENAULT Dauphine



*SUGGESTED RETAIL PRICE, LOCAL TAXES EXTRA. FOR ILLUSTRATED BROCHURE SEE YOUR LOCAL DEALER OR WRITE: RENAULT, INC., 750 THIRD AVENUE, NEW YORK 22, N.Y. ALSO ON OVERSEAS DELIVERY PLAN.



Duco®
Satin Sheen
Gold



Basement
Wall Paint
Summer Blue



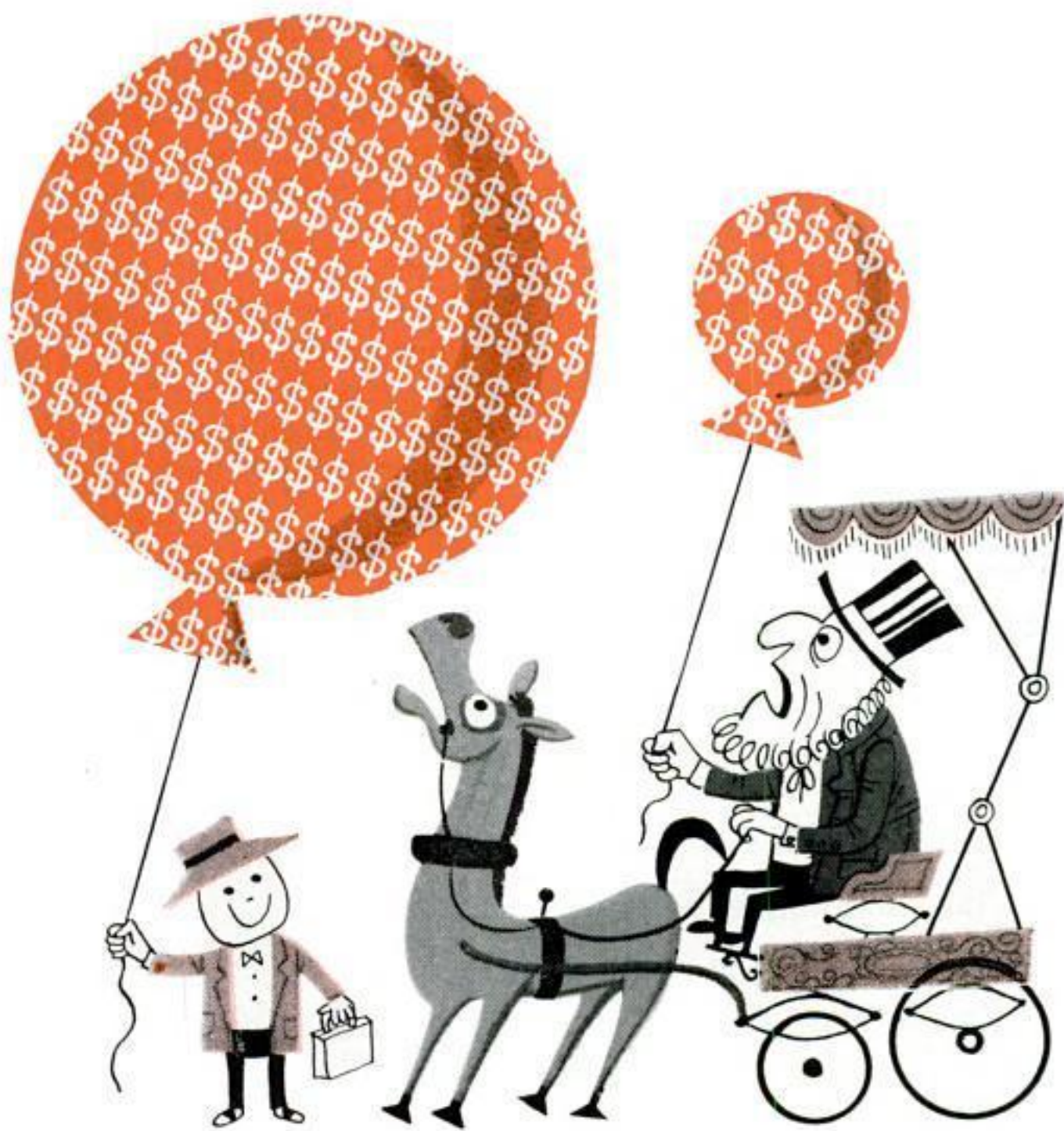
Basement
Wall Paint
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MAKE YOUR "STOW PLACE" A SHOW PLACE . . . with paint! But buy the best. The job is too big and your time's too valuable to risk on "bargain" paints. Insist on DuPont. Your dealer is listed in the Yellow Pages.

*Buy the paint that's worth the work...
the beauty lasts!*



Better Things for Better Living...through Chemistry



OUTBORROWING GRANDPA, callow youth can raise more cash under modern credit system than his forebear could at peak of his business career.

WHERE MONEY GOES CONTINUED

avoid the tax bite. As he says, "It's good for a company to have prosperous executives, and if the poor fellows can't manage it themselves there's no use lecturing them. You may as well give them the money and be done with it."

Handy, who has devoted much study to these problems, believes that although thrift has never been so common a human virtue as advertised, it is probably rarer today than ever before. In the old days a man who wanted to get anywhere in life simply had to save some of his funds. For anything he wanted to do, from buying a house to taking a trip, he needed cash on hand. He got used to saving up for the things he needed, and sometimes he fell into the grip of the habit so completely that he continued to save forever after, even when he no longer wanted the money for anything specific.

Today, of course, we live in a far different economy. The bank is no longer a place where people save but a place where people borrow. The heirs of the people who saved money in the old days have discovered that there is a big profit in lending it to the rest of us. We are able to borrow—for houses, cars, suits, theater tickets and vacation trips. Whatever it is we want, we can charge it. The merest untested youth leaving school for his first job can borrow more than could his grandfather at the peak of a highly disciplined and respectable career. We get in the habit of owing money, which is not an easy habit to break.

Many old-fashioned people believe that our gay acceptance of being in hock presages a total moral collapse, but probably it is just a necessary evil in our present society. To get to the job nowadays, many men need a car. If they could not have the car until they had earned and saved enough money to pay for it, they would be doomed to race their motors in neutral, so to speak, from the start. It is no longer easy to rent desirable living space, and many men who want to start a family have to buy a house. To help their wives with the housework they can no longer supply a maid and a cook, who can be paid by the week, but must instead supply an electric washer, a drier, a toaster, broiler, mixer, vacuum cleaner, refrigerator and dishwasher, all adding up to a lot of money that must somehow be put up in a lump sum—usually by borrowing it. They buy their entertainment not in weekly 25¢ movie tickets, as in the old days, but in a \$250 television set and a \$400 record player. The young \$12,000-a-year St. Louisan's chief problem at the moment is that \$306.27 of his monthly pay check goes straight to the instalment collectors, mostly for equipment that he could hardly do without.

In a strange way the instalment collector is indeed an arm of financial stability and conservation in our modern economy, or so some economists have theorized. Their reasons take a little explaining. They start with the assumption, which most laymen would instantly

CONTINUED

EVERYTHING STICKS BETTER WITH WELDWOOD PRESTO-SET GLUE



Wood, paper, plastic, or cloth—if you want to make it stick for good, glue it with Presto-Set. It's so quick and easy with Weldwood's handy new bellows-action bottle with the spreader top.

You just squeeze, release, and spread. No mess and no waste—the bellows action draws the excess glue back into the bottle. And there's no struggle to get the top off next time.

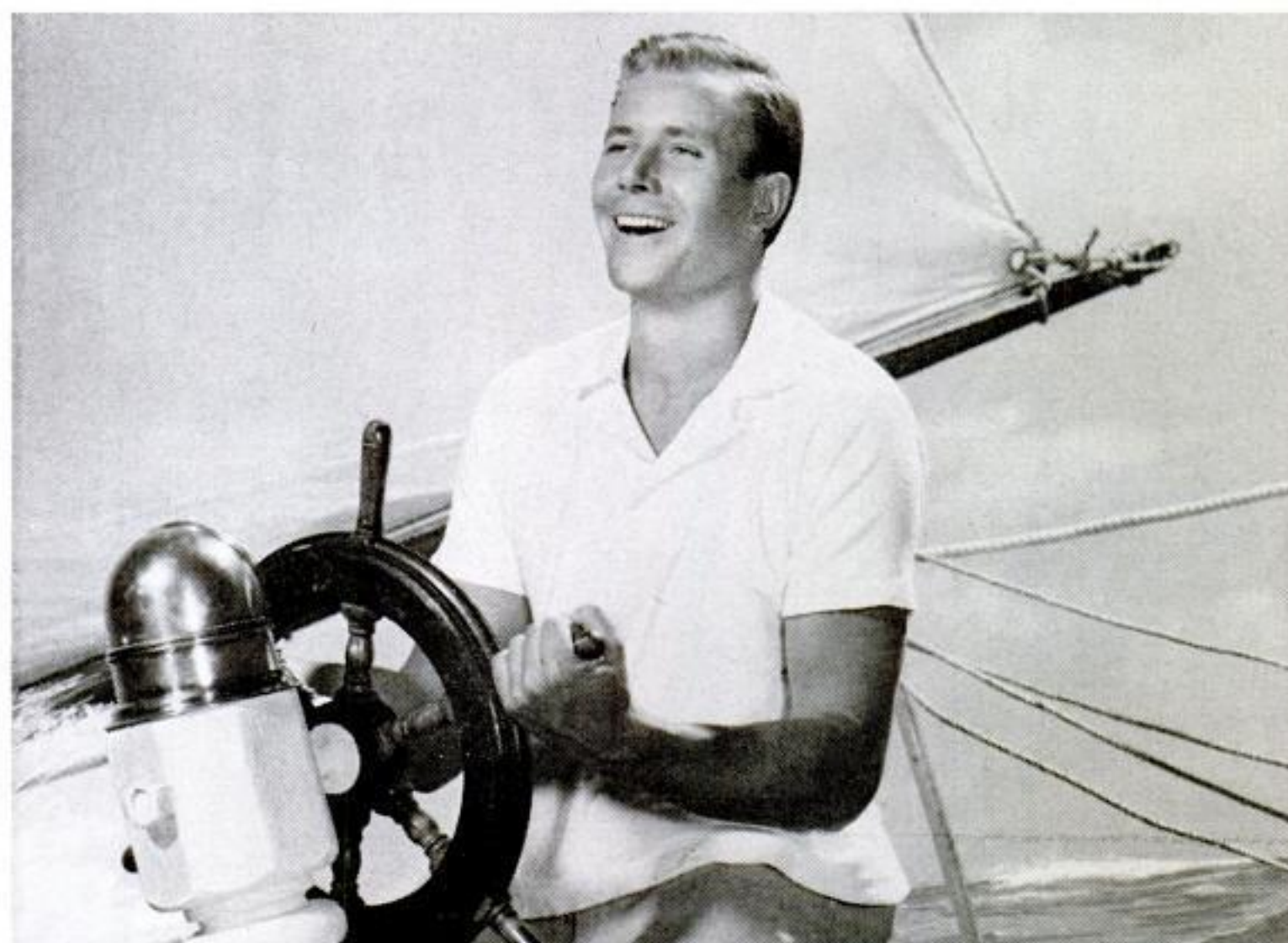
Presto-Set dries fast, won't stain. And you know it's good because it bears the Weldwood name. Get a bottle today.

UNITED STATES PLYWOOD CORPORATION

2-oz. & 4-oz. bellows-action bottle.
Other sizes up to one gallon.

Give DAD ^{THAT} **MAN** **ALive!** FEELING

...IT'S A GIFT!



DAD can have that "man alive" feeling every day with refreshing, tingling Max Factor grooming aids to start his day. He'll look his best, feel his best... and you'll have his year-round appreciation.

BUSY

MAN'S

BAR

push-button
dispenser bottles
of After Shave
Lotion, Creme
Hair Dressing,
Cologne for Men.
\$2.75*



AFTER SHAVE LOTION,
6-oz., \$1.00*



TWOSOME SPECIAL — After Shave
Lotion, Cologne for Men. \$1.35*



THREESOME SPECIAL — After Shave Lotion,
Creme Hair Dressing, Cologne for Men. \$1.95*
Also individual items from 60c*

*plus tax

MAX FACTOR FOR MEN

©MAX FACTOR INC.

WHERE MONEY GOES CONTINUED

accept, that the finances of today's household are extremely complicated, almost beyond the ken of those unfortunate hordes who have trouble adding two figures together. Aside from all the regular bills that come in at the end of the month—for gas, electricity, phone, gasoline and the department stores—every household is assailed by an unpredictable and sometimes staggering onslaught of bills for personal insurance, fire insurance, liability insurance and car insurance, for local taxes which seem to get higher each year, for car and television repairs and for a thousand and one other things which never much concerned our ancestors. Budgeting under these circumstances is almost impossible. Even determining how much it costs to operate an automobile and how much one must set aside each month in

\$12,000-A-YEAR FAMILY'S BUDGET

The young St. Louis couple described in the article on these pages figure their monthly balance sheet as follows:

GROSS PAY **\$1,000.00**

Fixed monthly expenses

Withholding, social security, city tax	\$113.00
Payment on house (bought in 1956 for \$15,000)	135.00
Payment on car (1957 Plymouth)	80.00
Payment on air conditioner	39.47
Payment on washer-dryer	24.80
Payment on new sofa	17.00
Payment on \$300 loan for building fence around house in 1957	10.00
Telephone	25.00
Electricity	12.00
Heat	15.00
Water	3.30
Life insurance	5.20
Car insurance	18.00

\$497.77

Other unavoidable expenses

Food and incidentals	\$200.00
Department store bills, mostly for clothing	80.00
Drug store	30.00
Hardware store	20.00
Car upkeep	30.00
Milk bill	8.00
Cleaning woman (once a week)	40.00

\$408.00

Frivolities

Liquor	\$15.00
Eating out (once a week)	30.00
Baby sitters	20.00

\$65.00

TOTAL EXPENSES **\$970.77**

LEFT OVER **\$29.23**

order to replace it when it wears out is a major exercise in the difficult arts of cost accounting and amortization, which are not the forte of the average man and certainly not of his wife.

So many people are totally unable to fight their way through the financial jungle of modern life that there are firms which specialize in handling their money for them: they take a man's pay check, pay his bills, give him a weekly allowance and bank whatever is left. One such firm in Los Angeles, known as The Financial Secretary, is run by a former life insurance underwriter named Ray Foulkes, who got the idea because so many of his insurance clients turned out to have

CONTINUED

Two kinds of fathers...one kind of underwear

It takes all kinds of fathers to make a world. It takes mothers to make fathers' world more comfortable. Mother somehow makes sure father gets Hanes underwear, come Father's Day. T-shirts, for instance, make father feel trimmer; feel fresher because cotton absorbs perspiration. Assorted sizes \$1. Year's supply \$5.90. For sons 75¢.



P. H. Hanes Knitting Co., Winston-Salem 1, N.C. • Scandinavian: Aktiebolaget Melka, Göteborg, Sweden • Australian: La Mode Industries, Pty. Ltd., Fitzroy • New Zealand: Soma-President Textiles Ltd., Wellington

underwear for men and boys



FEEL
Jet Rocket
driving power



Swing this beauty by True Temper. Feel the precision balance and firm control that give you greater driving power than any wood-handled hammer can.

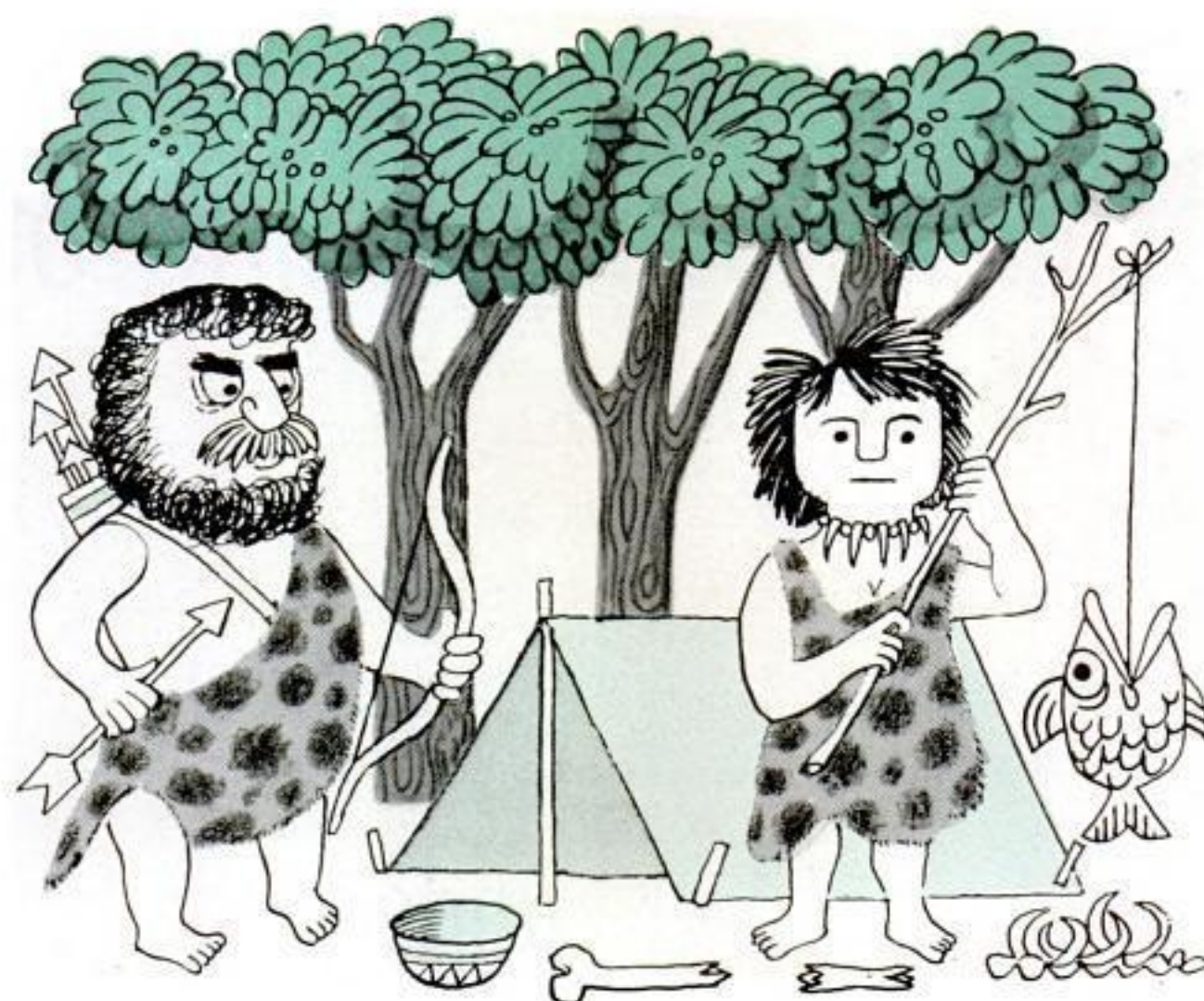
Note the forged-steel head permanently locked to the tubular-steel handle. Take hold of its cushion grip — a grip that won't slip, even when wet. Here, for certain, is a great hammer buy.

See the JET ROCKET at your hardware store now. True Temper, 1623 Euclid Ave., Cleveland 15, O.



See the JET ROCKET belt axe, too — super strong, and the head just can't fly off. \$4.95.

TRUE TEMPER.
THE RIGHT TOOL FOR THE RIGHT JOB



RETIRING ON \$150 A MONTH offers problems that were not foreseen when people bought annuities years ago. It calls for mighty frugal living.

WHERE MONEY GOES CONTINUED

forgotten all about saving up enough money to pay their annual premium. To run a budget such as Foulkes now operates for his customers, allowing for all predictable expenses and a few unpredictable ones, would in his opinion take the average man and wife about 15 hours a month of hard fiscal labor.

To those of us who do not care to put in these 15 dismal hours, and who do not have a Ray Foulkes running our affairs for us, the instalment collector serves as a sort of informal financial secretary. The monthly bill for the mortgage, the payment on the car and the new TV set are our own forced savings plan. We have to pay them or get in trouble, and we can spend only what is left. To be sure, we pay a high price for the instalment collector's services: if we ever stopped to figure how many hundreds of dollars a year we pay in interest, we would be thoroughly shocked. And sometimes he gets us in trouble despite our best intentions. Many a young couple has got too deeply committed for monthly payments on a house before realizing that they would also have to make monthly payments on furniture and equipment. Many a young couple has spent the wife's income too far in advance, forgetting that she would some day become pregnant and have to quit work.

But without the instalment collector's services most of us would never have acquired all our present possessions. Today even the most ordinary household represents a capital investment which would have staggered our ancestors. Anybody who is depressed about the size of his bank account as compared to the size of his bills is urged to take inventory of his possessions: the house and lot, the landscaping, the car, the furniture and rugs, all the appliances, the clothing hanging in the closets, the camera, the tennis rackets and fishing rods in the basement. By the standards of any previous era, even the brokest of us are wallowing in capital. There are lots of emperors in the history books who had less.

Why people have stopped trying

IF anything is wrong with the moral climate of our time, it is probably not so much that we condone debt as that we have removed many of the incentives for saving. In the old days when a man managed to lift himself a little above the average in income, he used to begin worrying about his old age and the heritage he would leave his children. He certainly did not want to be a burden once his working days were over. Indeed he hoped to pass along a little something to help his children get started in life. Today the world is so complicated that it takes a brave man to do any planning for his dotage, not to mention his heirs. Everybody over 40 can remember the ads which used to hold out the grand promise of HOW TO RETIRE ON \$150 A MONTH, provided you saved assiduously and invested your money in insurance annuities. Shuddering to think how these \$150-a-month pensioners must be faring at today's vastly inflated living costs, the 40-year-olds are not inclined to do any scrimping themselves.

Nobody knows what the cost of living will be 25 years from now. Rather than try to anticipate the murky future at the expense of the pleasure they can get from spending their money now, many people

If You Want To STOP SMOKING Airline Pilot Tells How!



Roger Don Rae is a senior pilot for TWA. He says: "Bantron allowed me to stop smoking without noticing it. Today I am free of the habit. I tell all my friends who want to stop smoking—try Bantron!"

Here at last is a safe, new product, developed at a great American University, that has helped thousands stop smoking. In a series of clinical tests, published in a leading Medical Journal*, scientists reported that 4 out of 5 men and women who wanted to quit smoking stopped within 5 days when they took Bantron.

And the Bantron way is so easy and pleasant! Just take 3 Bantron tablets a day, after meals, for four days. Then only 2 a day until all desire to smoke leaves you. 80% are "Free" in 5 to 10 days.

Taken as directed Bantron is perfectly safe. It acts as a substitute for the nicotine in your system which gives you a craving for tobacco. Now at drug stores without prescription. Price \$1.25.

*Copies available to doctors on request.

Bantron
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Smoking Deterrent Tablets
A Campana Product

RELIEF If Your FALSE TEETH Hurt.. Slip.. Don't Fit.. Chew In Comfort with Softer EZO Dental Cushions

**Grips Dentures
Firmer, Quicker!**

Helps Keep Seeds Out
Helps Ease Pressure on Gums
Helps Plate Fit Snug
Helps Prevent Clicking

Need a thicker cushion
for your lower plate?

Ask for New EZO Heavy Gauge Cushions!

AT YOUR FAVORITE DRUG COUNTER 60c



Shrinks Hemorrhoids New Way Without Surgery

STOPS ITCH—RELIEVES PAIN

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain — without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all — results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne*) — discovery of a world-famous research institute.

This substance is now available in suppository or ointment form under the name Preparation H.* Ask for it at all drug counters—money back guarantee.*®



Freedom writes in a big, bold hand

It WAS QUIET now in the big room.

The weeks of talk were over. The moment of decision had come.

The man picked up the pen.

Strange, to think he might hang for what he was about to do. *Hang!* "Together or separately," as witty Mr. Franklin had put it.

Very well, then. He'd let them know that he'd gone into it with all his heart . . . with a clear conscience . . . with the deep conviction of a man who does what is right.

He smiled. The pen swept across the parchment, and the letters stood bold and clear: *John Hancock*.

Today, the John Hancock is a company dedicated to economic independence for every American family through life insurance. This is a great and worthy cause, well understood by the men and women who represent us as agents . . .

and who now bring you our great new Signature Series of life insurance policies—the most advanced contracts we have yet designed to meet your needs.

The John Hancock Agent who offers you security through these new policies has been carefully chosen for character, knowledge, ability—and for an awareness of the importance of individual independence and well-being.

BYRON K. ELLIOTT, President

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



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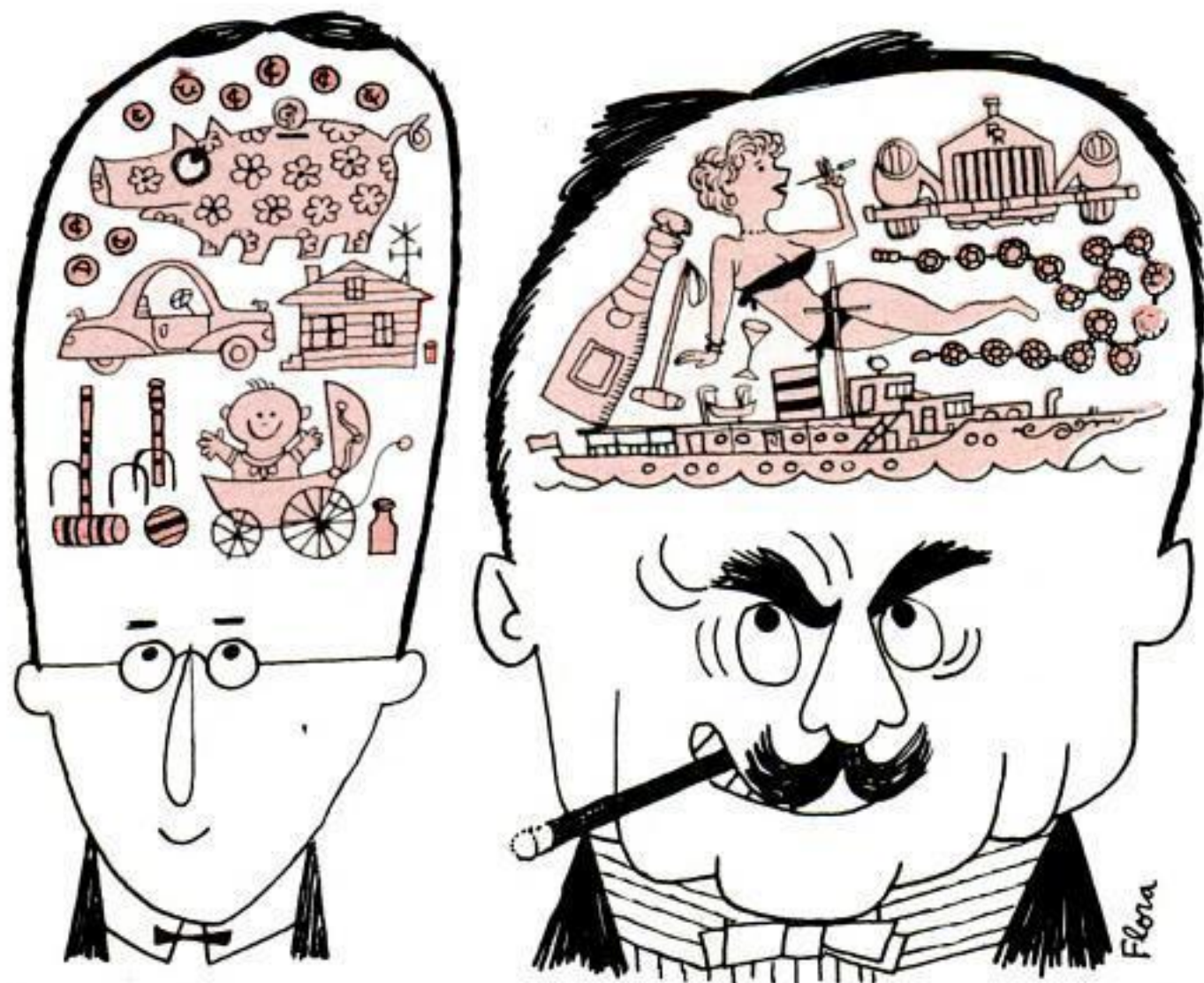
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and who now bring you our great new Signature Series of life insurance policies—the most advanced contracts we have yet designed to meet your needs.

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BOSTON, MASSACHUSETTS



ALL IN THE MIND, saving depends as much on mental attitude as it does on income. Man of simple tastes (*left*) succeeds in putting something aside, while the fellow who lives it up saves nothing on the same pay.

WHERE MONEY GOES CONTINUED

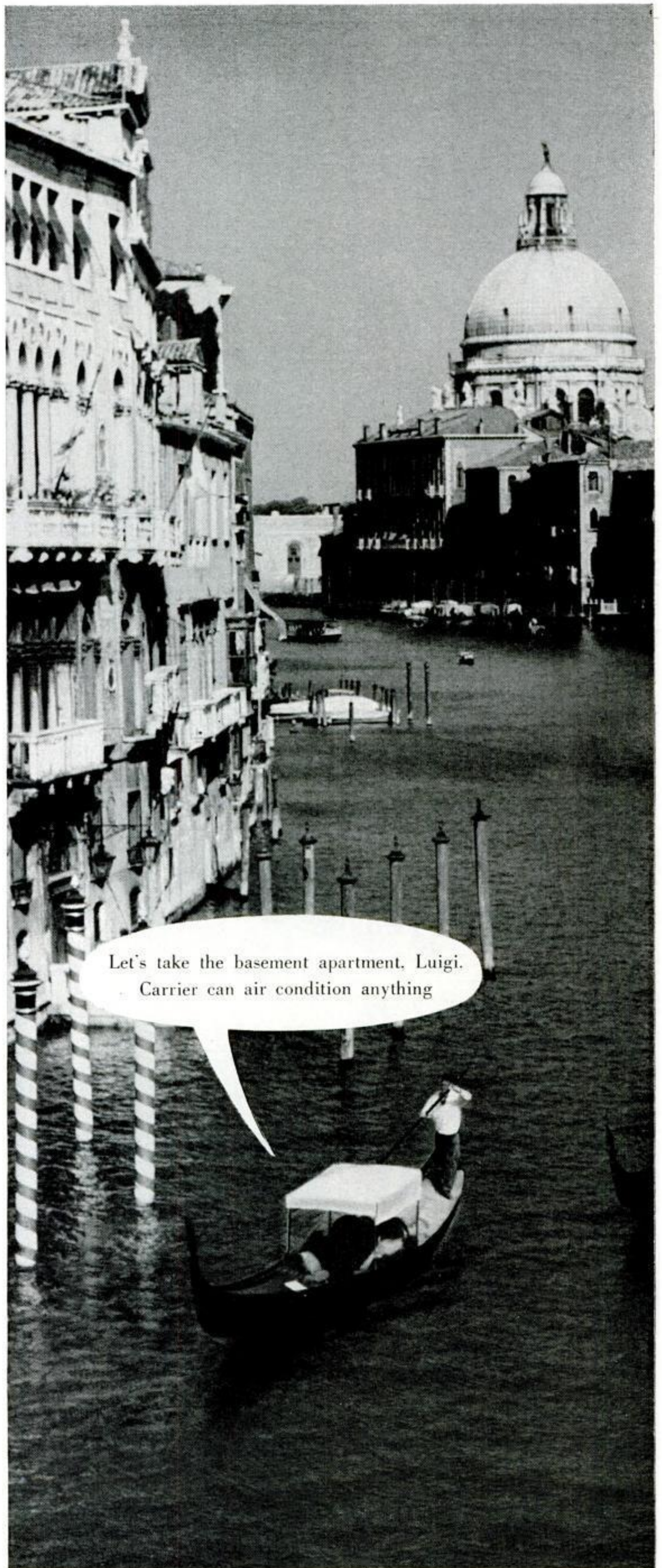
have decided just to put their faith in Social Security or in their company pension plans. It seems convenient to assume that with the life span increasing rapidly, there will soon be so many old people without any means of support that the government will simply have to do something about them. As for the heirs, they will inherit still another kind of world and will have to shift for themselves. It seems reasonable to assume that our revenue-hungry government will some day soon think of a 100% inheritance tax, which would make any concern for the heirs foolish anyway.

All through life now there are many compelling reasons to borrow money and few compelling reasons to save. (The old motive of the rainy day has been dulled by unemployment insurance and the Blue Cross.) The *LIFE Study of Consumer Expenditures* a few years ago showed that young men tend to buy automobiles and laborsaving appliances for their wives. Then they move to the suburbs and become buyers of furniture, rugs, barbecue pits, athletic equipment and do-it-yourself kits. Their children grow to adolescence and they are suddenly big buyers of clothing. As they go through life, they upgrade their purchases as their increased income justifies it. They switch from small cars to large ones (or from large cars to expensive small sports cars). They turn from beer to brandy. They quit buying simple foods like flour and baking powder and buy instant cake mixes, frozen dinners and canned snails. They appear to be sustained by an indefatigable optimism born of our continued prosperity; they have every hope that next year will be better for them financially than this year, and they buy and borrow accordingly. Some day, of course, this hope must end: there comes a time in every man's life when his income starts to go down instead of up. But evidently a good many Americans shrug their shoulders and adjust to this misfortune. Old age finds them still active as purchasers and in one sense right back where they started. They are big buyers again, the *LIFE Study* shows, of baby clothes—this time, of course, for the grandchildren.

Saving by accident

ABOUT the only people who manage to ignore the lovely smorgasbord of spending which surrounds us, and to save substantial amounts of whatever they make, do so largely through no particular virtue of their own but rather by accident. Quite a few talented men spring from humble homes, where they never acquired any taste for caviar, steaks, heavy cars, \$150 suits, books, record collections, opera tickets or trips to Rome. If a man of this upbringing marries a woman of the same frugal background and then goes on to become a successful businessman, he is likely to accumulate money at a rapid rate. This is the modern type of automatic saving. While nobody can earn enough money after taxes to satisfy all possible human wants, there are still quite a few successful men who earn far more than enough to satisfy their own and their wives' modest tastes. They live in upstairs flats, drive 10-year-old cars, are fond of canned beans, think they are having a great fling when they spend \$5 at the state fair—and leave gigantic estates to their heirs, who usually have

CONTINUED



BETTER AIR CONDITIONING FOR EVERYBODY



EVERYWHERE

Get after Athlete's Foot *FAST!*

BEFORE THIS—



Raw, red cracks between the toes, itching or peeling are the first signs of Athlete's Foot. At this early stage, Athlete's Foot is easy to treat—if you act fast!

BECOMES THIS!



Left untreated, Athlete's Foot fungi burrow, spread. In advanced stage, like ringworm of the foot above, see your physician or podiatrist.

Absorbine Jr. kills 100% of Athlete's Foot fungi in laboratory test tubes in less than 5 minutes!

That tingling sensation you feel tells you liquid Absorbine Jr. is busy killing all the fungi it reaches—even in tiny cracks.

For a famous laboratory grew millions of Athlete's Foot fungi in test tubes and reported every single one killed by Absorbine Jr.!

And in carefully controlled clinical tests on patients, doctors reported Absorbine Jr. brought successful relief to the great majority of sufferers. Absorbine Jr. also comes in familiar family and hospital size bottles. At all drug counters.



New bottle ends risk of spreading Athlete's Foot. Simply dab Absorbine Jr. on infected area with sponge tip. No drip... no mess... you treat Athlete's Foot without touching it with your hands

America's No. 1 Formula for Athlete's Foot
Absorbine Jr.
W. F. Young, Inc., Springfield, Mass.

SUN-DRIED LIPS



...soothing, fast relief for dry, sunburned and cracked, parched lips. Makes all lips feel great!

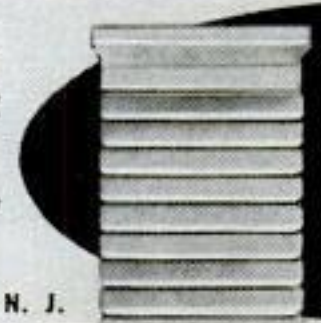
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WHERE MONEY GOES CONTINUED

acquired different habits and spend the money with great celerity.

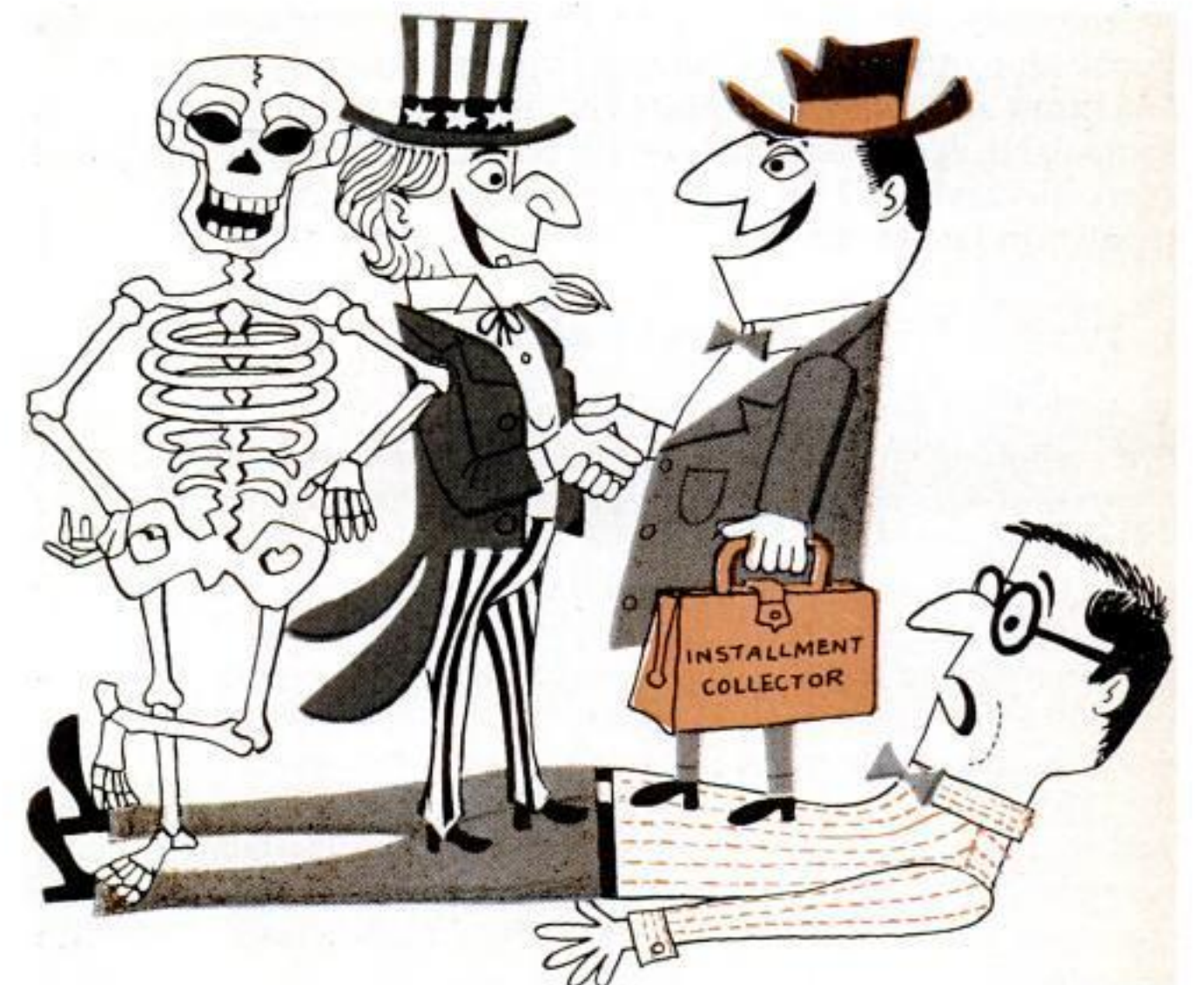
At the opposite extreme are the men whose tastes always run far ahead of their incomes and who are therefore always in hot financial water. Some men seem doomed by nature to try to keep up with the Joneses and to seek out ever more prosperous Joneses to compete with. Often they rationalize their extravagance by claiming that they are investing in prestige and contacts. Sometimes it actually turns out that way: a lawyer in a Mercedes-Benz and a tailor-made suit usually gets better clients and bigger fees than a lawyer with rundown heels and a bus transfer. But very frequently this type of man is too busy spending money to take advantage of any contacts he might make. Indeed he is often more interested in some expensive hobby than in his business. It is remarkable how many people manage to spend \$3,000 a year on a sailboat or \$5,000 a year on photography.

Most of us are in the middle. We can neither ignore the delights of spending nor surrender to them completely. We never manage to put aside very much in savings, we are frequently in debt, we have the feeling that we are letting a fortune trickle through our fingers—and we prove our moral fiber by worrying about it, even though we do not do much about it. We could, of course, balance our books at any time by giving up some of our comforts—for example, by walking to work with a lunch pail as our grandfathers did. But nothing that we do seems actually extravagant. *Everybody* has a car. *Everybody* has a television set. Soon *everybody* will have an air-conditioned bedroom. Can it be that *everybody* is also broke?

Almost everybody is. The latest Federal Reserve Board survey shows that even the highest-paid fifth of the population—those "spending units" which make about \$7,500 or more—is largely in the red. Among these well-paid people fully three out of four are in debt, sometimes on mortgages, more often on personal loans and most often of all on both. Most of the solvent people among them are in the upper age brackets: they have finally managed, along about the age of 60, to get their debts paid off and some cash reserves into the bank. Most of the younger ones are still struggling.

Are we then a nation of lost hedonistic souls? By the moral precepts of our ancestors (who often did not save very much either, despite all their talk) perhaps we are. By the standards of many modern economists, however, we are perhaps very virtuous indeed. One economist named Arno H. Johnson, who is a vice president of the J. Walter Thompson advertising agency, has estimated that American industry will increase its capacity for producing goods and services by about 50% between now and 1969. Fortunately our increased population will absorb some of the new product. But mostly it will be up to those of us who are already living and buying as of today to rally our resources, grit our teeth and buy all the wonderful new stuff. It is our patriotic duty, Mr. Johnson says, to increase our standard of living as much in the next 10 years as the standard of living in this nation rose in the entire two centuries between colonial days and 1939.

Can we do it? Thanks to the automobile finance companies, the small loan companies, the revolving credit plans and our own financial frailty, of course we can. It will worry us—perhaps even more than we are worried now—but we will manage.



DEATH, TAXES AND INSTALMENTS are the three certainties of modern American life which tormented wage earner never manages to escape.

FULL-SIZE CARS DON'T HAVE TO BE GAS HOGS

and the Can Do Cars from Chrysler Corporation prove it

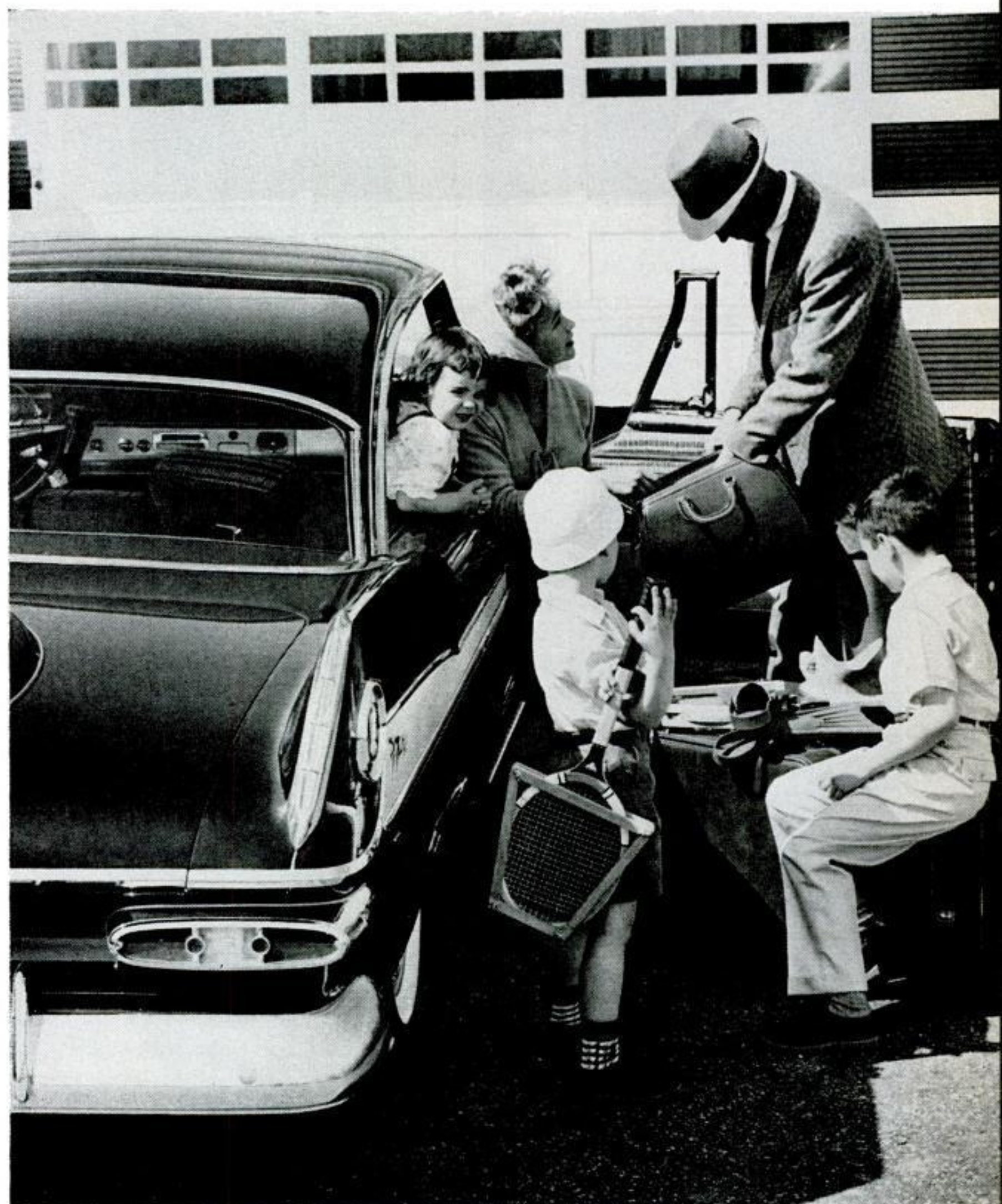
You may think the gas gauge is stuck, first time you drive one of our cars 100 miles or so.

They're generous with room and comfort, free-spending with power—but tight-fisted with gasoline.

They've proved they Can Do more on less gas than any other American cars. And in the past three years they've shown how in the Mobilgas Economy Run...winning more 1sts and 2nds than any other family of cars.

You get full-size comfort, safety, luggage room, convenience, performance, and superb handling with the most money-saving engines in their class.

Drive one this week, and *see* how much fun there is in a gallon of gas. Your Plymouth, Dodge, De Soto, Chrysler, or Imperial dealer will furnish the car *and* the gas!



A drive will bring out the
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Built for the 1 man in 4 who wants a little bit more

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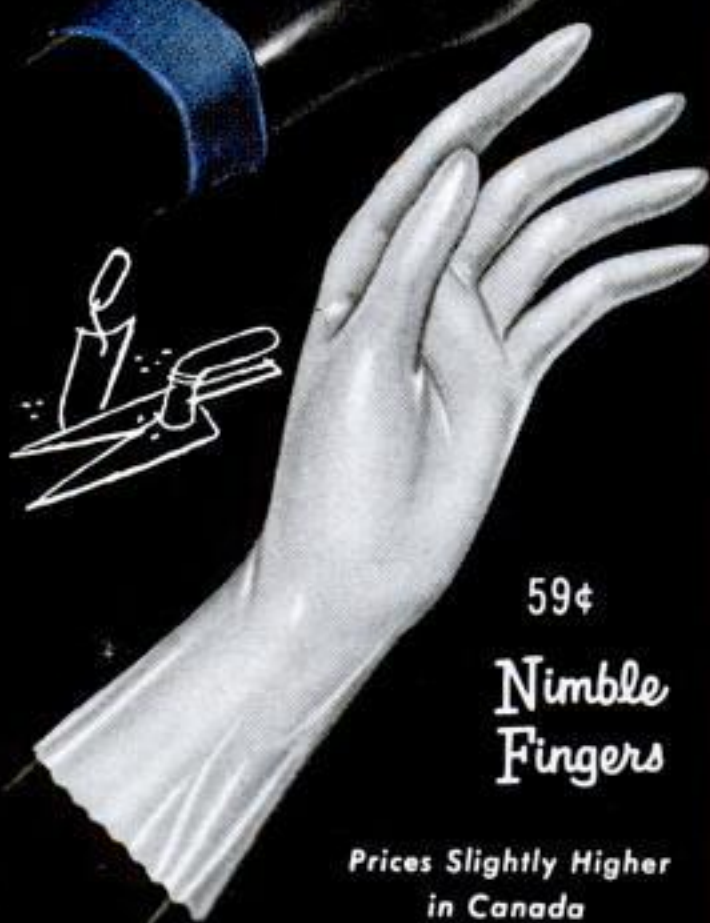


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JANET TINDALL, WEARING "FIERY ICE" PIN ON SHOULDER BLADE, STICKS DUPLICATE ON DONNA VAN BUSKIRK

Fad for Stuck-up Jewelry

The girls at the Airport High senior prom in Carleton, Mich., near Detroit, broke out this year in elegant rhinestone rashes. A new stuck-on costume jewelry fad had captured Carleton teen-age imaginations, abetted by an inventive and go-getting local woman who represents a national jewelry concern.

Unlike earlier stick-ons, which required liquid cement, the new baubles simply pin to flesh-colored plastic bandages which are then painlessly plastered to the owner's skin. They decorate arms, shoulders, foreheads and backs and are occasionally used to indicate the wearer's romantic status (lower left).



WORN ON LEFT LEG, "Heart's Reflection" pin means wearer goes steady. On right arm or leg it means she's free.



MATCHING PINS, on ears, forehead and crawling over her left shoulder, are worn at senior prom by Carol Wess.



The Temptation of Beautyrest

*Another story of the mattress where **comfort begins and backache ends***

Man may work from sun to sun, but woman's work is never done. But at sundown, darn it, man expects woman to be her bright, chipper self.

So what do you do? You drop everything for a spell and give in to this body-soothing, spirit-restoring comfort. To continue the poetic note . . . that's the pause in the day's occupation known as the Beautyrest hour. Beautyrest®—where comfort begins and backache ends.

It's the only mattress with separate back-supporting springs that push up-up-up in the small of your back. In other mattresses, the curve

of your back gets *no* support at all. But that's not all. You'll find that your Beautyrest gives—

Single-bed comfort in a double bed! Because each spring is separate, the heaviest husband cannot disturb his wife's rest when he turns in his sleep. No rolling together. Beautyrest will never, never sag.

All this—and the best costs the least! Every endurance test has proven Beautyrest at \$79.50 lasts 3 times as long as the next best mattress. So it costs far less to own. Don't bargain with your rest. Insist on Beautyrest!



BEAUTYREST
by **SIMMONS**





The goodness of Malt

helps beer do more than quench your thirst



Malt in beer offers energizing values for health and vigor.



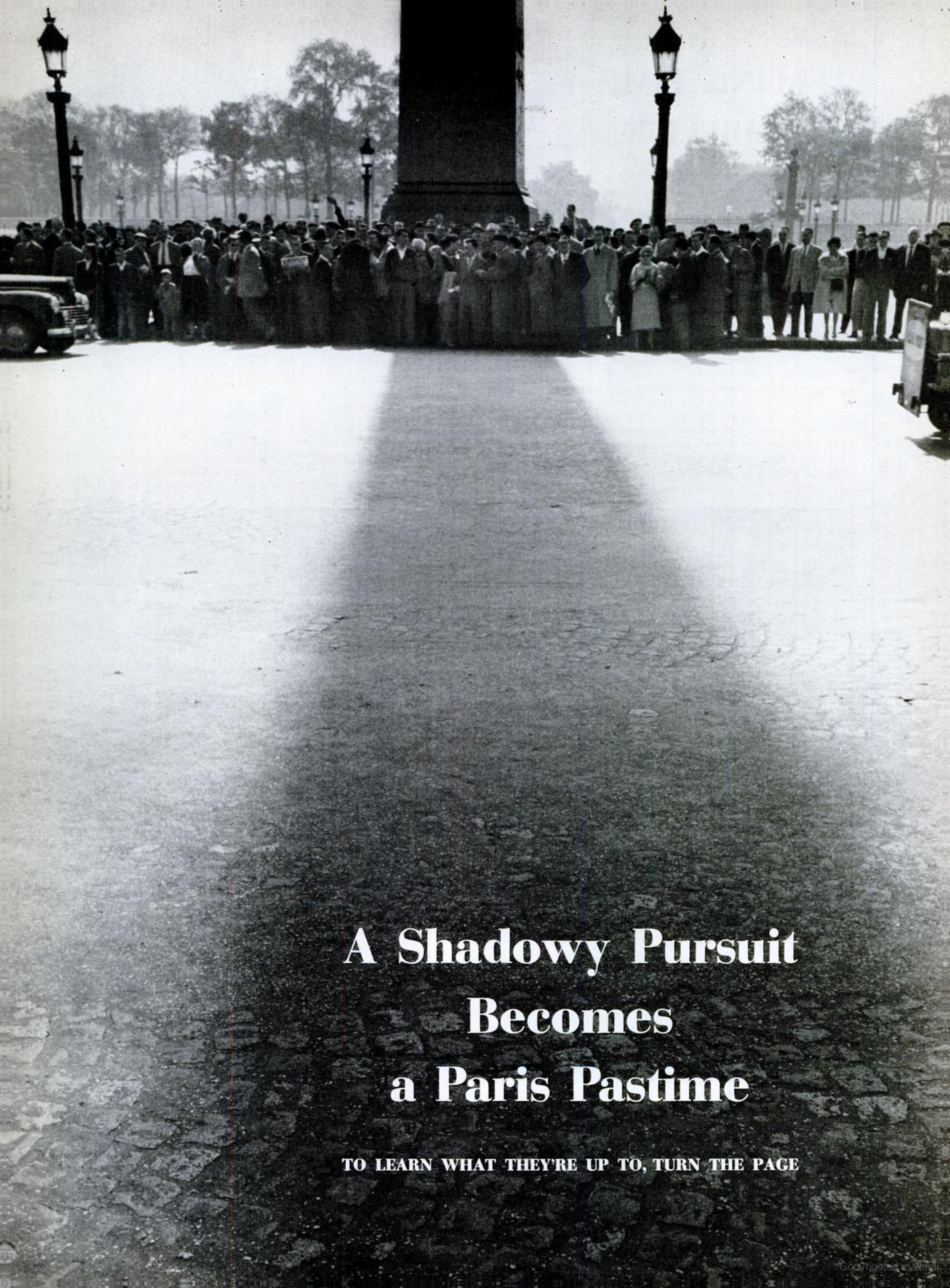
Enjoy the Fun-Flavored goodness of Malt in your daily diet.

HEALTHFUL VALUES join the Fun-Flavored refreshment of beer or ale brewed with Barley Malt. You satisfy your thirst—and more—because Malt contributes dextrins and maltose that aid digestion . . . B-complex vitamins and useful minerals, too. These healthful factors are good reasons why you're wise to enjoy beer and every other food product that contains Malt.

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A Shadowy Pursuit Becomes a Paris Pastime

TO LEARN WHAT THEY'RE UP TO, TURN THE PAGE

TELLING TIME BY OBELISK

The intent crowd on the previous page, patiently watching the shadow of a great stone obelisk stretch across the Place de la Concorde, are not tourists out to see the sights of Paris. They are Frenchmen, out in search of hard cash. Day after day in recent weeks they have been jostling into the busy square, making strange chalk marks on the cobblestones, measuring and calculating with Descartesian diligence.

This bizarre behavior began when a Paris newspaper, *Le Parisien Libéré*, printed a photograph of the Place with the obelisk casting a long shadow (at right), and asked readers to tell at what time of day the picture was taken. The man with the right answer stood a chance to win five million francs (\$10,000) in prize money. Cagily, *Le Parisien* kept secret the exact date when it would announce the answer—and the winner. So tirelessly did its readers turn out to measure the shadow and guess at the original time that their quest for cash became the latest and craziest of Paris pastimes.



PICTURE PUZZLE in effect made sundial of big square and obelisk, a gift of Egypt to Louis Philippe in 1831. Contestants were asked to tell time from

it. Difficulty came because picture was made weeks before contestants saw it. In interval, because of earth's rotation, angle of sun's shadows had shifted.



HUDDLING ON SIDEWALK, absorbed spectators cluster around calculations made by a serious student of the puzzle. In addition to newspaper picture he has a map of Paris on which a compass rose has been drawn with obelisk at center.

MEASURING SHADOW, two quiz contestants stretch tape from base out onto street at moment when shadow appeared to be as long as it was in photograph. Contestants found real shadow seemed closest to photograph at about 9:30 a.m. →





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HEY! WHICH WAY TO THE FINISH?

It looked as if the high school meet had produced a classic mix-up. Either a harassed hurdler had taken off on a wrong-way run or track officials had let one race run head on into another. But Photographer William Seiter's picture actually caught the normal course of one event in the University of Detroit High School relays. The race was the 480-yard shuttle

hurdles, involving three teams of four runners. Dick Shenden of Catholic Central (*left*) is starting the final leg of the race. Passing—but trailing—him is Harrison Baker of University of Detroit High, about to take the last hurdle of the third leg. He then had to tag the last runner on his team, who pursued Shenden to the line where the race started and finished.

(continued from front flap)

in the Sixties include:

- | | |
|---|---|
| ✓ Irradiated foods. | ✓ Mail and freight service by rockets. |
| ✓ Panel lighting for homes. | ✓ Hurricane and tornado control. |
| ✓ Electronic refrigerators (no moving parts). | ✓ Accurate 90-day weather forecasts. |
| ✓ Ultrasonic dishwashers. | ✓ Controlled mutations of plants and animals. |
| ✓ Machine translation of languages. | ✓ Test-tube creation of a living cell. |
| ✓ Fresh water from sea water at an economical cost. | ✓ Men on the Moon. |
| ✓ Vertical-take-off-and-landing (VTOL) aircraft for commercial use on short runs. | |

So Much (for Now) for ...

the size of the market ... its ability to buy ... the availability to it of a large volume of intriguing new (or improved) goods and services.

What can we now say about ...

The Nature of the Market

Teen-agers and their families will do more spending.

The number of persons between 15 and 19 will increase by almost 63 per cent between now and 1970.

Spending by teen-agers is now estimated at about \$10 billion a year. The teen-age market of the 1960's will obviously offer greater opportunities for those who deal in soft drinks, records, second-hand cars, dungarees.

But spending for teen-agers is much greater than spending by teen-agers. LIFE's Study of Consumer Expenditures shows that families with teen-agers spend out of proportion to their numbers in many categories. The 16 per cent of households with teen-agers in 1956 accounted for 19 per cent of all U.S. spending, including 22 per cent of all clothing and 21 per cent of all automotive products.

Another basic market that will grow with the teen-age population is food. (Ever seen them eat?) There will also be a greatly increased demand for "seconds": a second telephone, a second television set, a second family car, etc.

There will be a significant increase in the "retirement" age group.

In 1970 there will be 19 million people in this country over 65 years of age -- their numbers increasing by a third of a million a year. And, for the first time, this group will have sizeable incomes to spend.

The housing, health, recreation and medical requirements of this group are certain to be an important factor in the expanding economy of the Sixties.

Increasing numbers of women moving into offices and the professions will constitute a new market for business catering to the career girl.

In the Sixties there will also be more working wives -- income women who will exert a powerful influence on many family purchases.

While more Americans will work, they will work shorter hours.

Today the average man works about 40 hours a week; he will probably work 38 hours by the close of the 1960's. The labor force will also have more vacation with pay.



A growing income group with leisure presents a spectacular outlook for travel -- and for a new mass participation in many sports and in cultural pursuits.

The Market of the Sixties will be a mobile market.

Today over 90,000 Americans move every day. By 1970 one out of every four -- more than 50 million -- Americans will change addresses every year.

And LIFE's Consumer Expenditure Study shows that households in residence less than a year spend well over 50 per cent more than the average household on home furnishings, appliances and equipment.

The increasing mobility of our population suggests the rapidity with which tomorrow's physical marketplaces can change. As significant will be the changes within physical marketplaces. During the last decade the suburbs of metropolitan markets have grown seven times as fast as the rest of the U.S. in population. In the Sixties the suburbs will continue to expand. Overlapping areas will spawn vast new interrelated markets, or interurbias. Increasingly decentralized industry and service operations will heighten the tendency towards convenience shopping; one obvious result will be an even greater dependence on the family's car or cars.

Tomorrow's market will be dominated by taste.

Not only will there be vast new numbers of families with high discretionary spending power who are able to buy better. In 1970 the general intellectual level in the U.S. will be perceptibly higher than it is today, strongly influencing the new directions of expenditure.

About half of the population over 15 years of age in 1970 will have graduated from high school. Annual college enrollments, now running about 3,200,000 a year, will double by 1970. Today, some 16,500,000 Americans have attended college for at least a year. By 1970 the figure will be around 22 million (of whom 11 million will have graduated).

In Subsequent Issues ...

we will examine some of the significant characteristics of the Market of the Sixties in greater detail.

For the present, let's remember this:

Though the exciting potentials of the Sixties are realizable, they can be brought about only through effort.

As the Editors of FORTUNE say:

"The future has to be earned, not just predicted."



MARKET
OF THE





Henry Clay places an order with James Crow

Senator Henry Clay, that great Kentuckian, had his choice of many whiskies. Yet a 19th century newspaper reported he rode far to visit James Crow's Kentucky distillery and personally arranged for Old Crow to be sent to his Washington home.



LIGHT • MILD • 86 PROOF
KENTUCKY BOURBON

Taste the Greatness of

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America's Preferred Bourbon

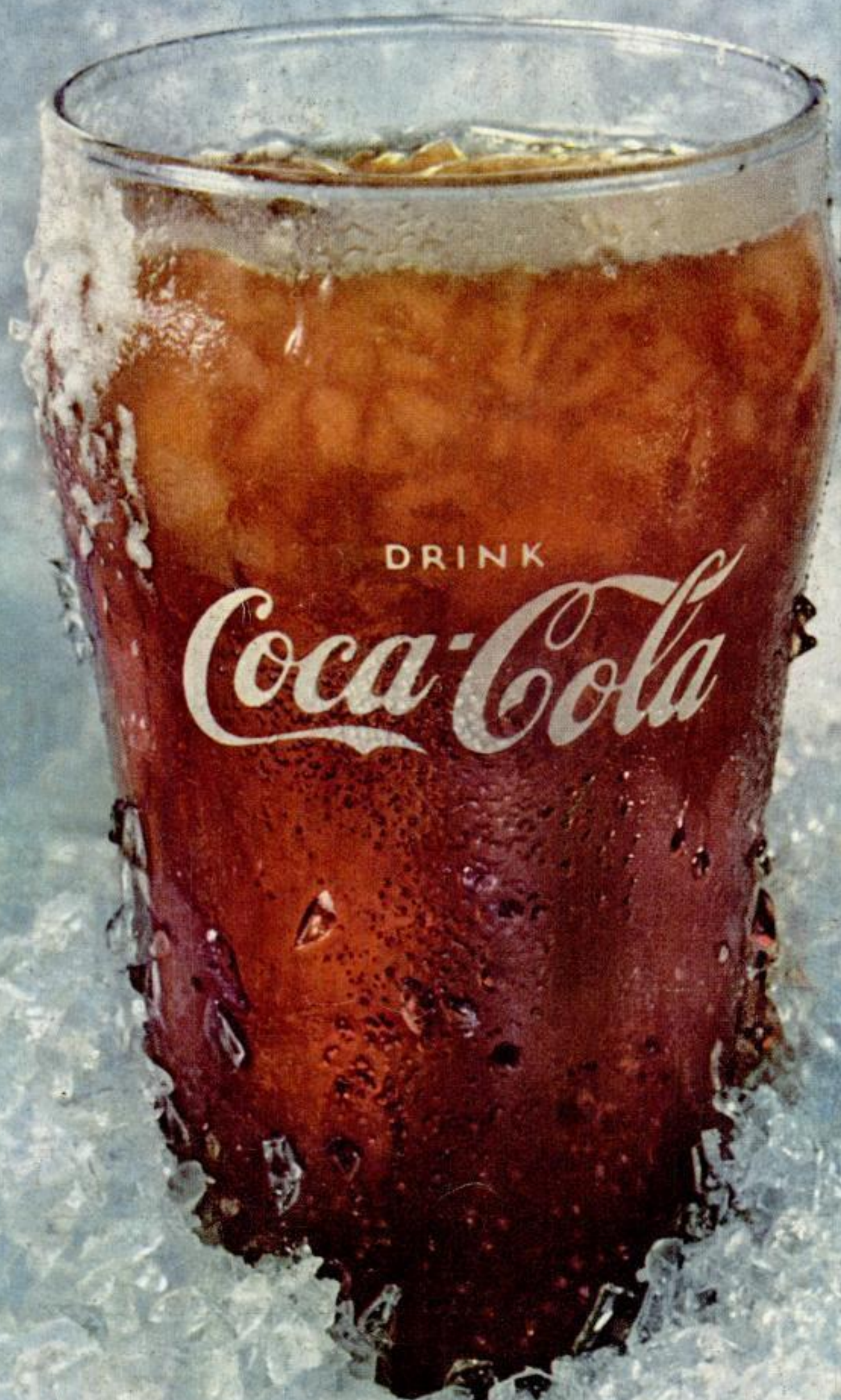
The day Old Crow was created 124 years ago by James Crow, it was an instant success. Great men in Crow's time and in generations since publicly praised it. Today it is the favorite bourbon of all America. Taste its greatness!

"The Greatest Name in Bourbon"



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Reach for Coca-Cola... and be really refreshed! Only Coke gives you the cheerful lift that's bright and lively... the cold crisp taste that deeply satisfies! Pause often... and always drink Coke!



SIGN OF GOOD TASTE

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